



## **ODA / TOPLINE**

### ***"Building Sales Capacity"***

#### **A Note From Joel**

**July 2018**

I have heard from some of you about the June newsletter. You made the point that being directed by the Voice of the Customer can be very inefficient for the sales rep. In fact, this could have a negative impact on sales productivity.

This is a point well made and I appreciate the feedback. Bear with me a minute and let's look at history.

Remember that I connected Sales Time with Customer Driven Quality Improvement. At the beginning of the "Quality is Job One" era, manufacturers did in fact put more hours into their testing and inspection. And some got frustrated at what seemed to be increased production costs.

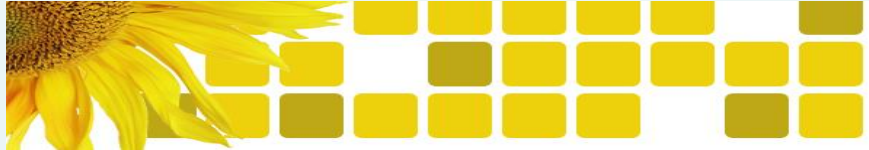
Those companies that did it right however, found that the Quality Principles resulted in reduced manufacturing costs. The additional measurements taken were not a problem. When the engineering and design steps were done correctly, cost savings by building things right in the first place easily outpaced those costs.

And the customer satisfaction built into a quality product as become required behavior.

So back to the sales rep: those early and sometimes extra sales calls have a purpose, which pays off. It is not just bringing donuts to the Project. It is bringing your knowledge to the customer so their experience is more positive.

And timing is everything. I heard a sales rep say to me: "The customer will figure it out." I'm sure they will but what pain will they feel first? Make that extra sales call that is timed just right, and you will win.

*Good Selling,  
Joel McFadden*



**Joel McFadden**

484.252.4490

[www.kraftassociatesoda.com](http://www.kraftassociatesoda.com)

Let's Build our Sales Capacity!

Give Us a Call Today