



ODA / TOPLINE

"Building Sales Capacity"

A Note From Joel

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My Sales Newsletters focus on the Sales Reps. The company employees, reps and agents who are face to face with their customers. We talk about their behavior, habits and techniques to close that sale and keep the business coming.

In the next newsletters I am going to step back and talk about the individuals who support these Sales Reps. There are many varieties of position descriptions: Inside Sales, Product Managers, Sales Support Pros, Applications Specialists, Market Managers, and so on. These folks support and manage the sales effort and sometimes participate on the phone, email and in person.

This month I will discuss some of the duties of Inside Sales Pros.

There are a wide variety of activities which happen on the inside.

Here are a few of them:

- Marketing planning
- Distribution analysis
- Competitive studies
- New product planning
- Advertising
- Distribution analysis
- Sales training
- Trade shows, expos and industry events
- Support meetings and ride-a-longs with existing reps
- Finding and training new ones
- Liaison between factory, distribution and field sales

As you can see the Inside Jobs vary from sales support to marketing planning, from quoting price and delivery to managing product acquisition and development. These positions attract the analytical planner who likes to see a bigger picture. But also, the technical type who loves the details of engineering, logistics, ratios and the management of numbers.

As we investigate this subject more deeply we see that we gravitate to areas we enjoy and find challenging. And even if we have performed some of these tasks in the past we may forget the realities.

The fact is that our Marketplaces have a wide variety of people buying, managing and selling.

Next time we will discuss the best behaviors needed for those who support the Sales Effort.

*Good Selling,
Joel McFadden*



Joel McFadden

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