



ODA / TOPLINE

"Building Sales Capacity"

A Note From Joel

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In my last newsletter I discussed the role of the Inside Sales Representative and a few of the activities these positions perform.

There are challenges for the sales professional who is not in frequent direct contact with the customers and prospects in their market place. The responsibilities of Inside Sales require the knowledge of what is going on in the market, but the tasks of Inside Sales are not always connected to that market.

So here is a typical scenario:

Outside Sales Rep calls the Inside Sales Rep and says: I need a product change, pronto, or I will lose this order to my competition.

Inside Rep says: What kind of change?

Outside Rep: I'm not sure, don't you know?

Inside Rep: I'd be guessing, here are three questions you must ask...

Outside Rep: OK but we don't have much time...

You can see where this is going, a rush request, a guess at the necessary change, a crap shoot that we get the order.

So here is a different way that story can play out:

Outside Sales Rep calls the Inside Sales Rep and says: You met Jack at ABC, Inc., on our joint call last week.

Inside Rep says: Yes, I have the file and have been thinking about his questions.

Outside Rep: Good because he wants to order a complete set with the changes we discussed.

Inside Rep: OK, here are a couple of questions to confirm, but I will get right on it.

Outside Rep: OK but we don't have much time...

Sound like reality to you?

What is different in the two scenarios?

Much of selling is about timing and getting the right people in front of our customers at the right time.

Next time we will talk about ways to get ahead of the curve.

*Good Selling,
Joel McFadden*



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