



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

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In many markets the relationship between the Inside Sales Team and the Outside Team is less than ideal. In the last newsletter I described a typical scenario with poor results.

In that story I described a selling situation with potentially two different outcomes for the customer. Selling is all about timing and communications. The version where the Rep had prior knowledge of the customers need was a success. In other version the Sales Rep was asking for a miracle.

So how can we get ahead of the curve we don't rely on wishes.

Each of you work your own market with different needs, timing and specifications. But all of you are selling a product or service where there are specials or differences. These require a little more effort to quote and deliver and skipping steps to save time is dangerous.

For everything you sell, there is a person who has that special knowledge of all the specifications, the ins and outs, all the little tricks, all the unusual applications for that product. Where is that person and how can she help? The secret is to get that person as close to the customer as you can.

There is a variety of ways to bring in the expert.

I mentioned joint call, salesman and expert, last month. This is often the best result but also the most expensive and may not be possible. Phone and email can help in getting the correct match.

Manufacturers are producing better and better material to support their products: samples, models, catalogs and drawings. UTube Videos seem to be available for more and more products.

Be careful relying on this material alone. It is often necessary that interpretation and explanation is needed.

But that's where the Sales Pro comes in, because in the final analysis that is where you want to be. Selling that special product can make you shine.

Good Selling,



Joel McFadden

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484.252.4490

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