



ODA / TOPLINE

"Building Sales Capacity"

A Note From Joel

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In recent newsletters we've talked about the relationship that Field Sales Reps have with other members of their organization. Let's take a step back this month and talk about the characteristics of the superior performer in the road sales role.

For the purposes of this discussion, we are assuming a technical or complex product or service. The sale can be business to business, or business to user.

Here is a working list for the successful Road Warrior:

- Stamina, the days are long
- High energy and impact on others
- Plans the approach
- Understands which details she needs to master
- Delegates other items no critical to closing the sale
- Builds and has high expectations for his support team
- Tracks activity because time is precious
- Understands the buying indicators which forecast results
- Focuses on the close
- Follows up, over and over again
- Learns from the wins and losses
- Builds external networks for business development
- Focuses on products which differentiate him to clients

This is a partial list, if you are one you certainly have some tricks up your sleeve that especially work for you.

Road Sales is a lonely game especially for the highest performers. The time management requirements of the position are daunting. The Road Warrior creates opportunities others don't see. And can't close them all. This creates king size stress.

Next time we will talk more about the environment which produces the best environment for the Road Sales Pro.

***Good Selling,
Joel McFadden***



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