



## ODA / TOPLINE "Building Sales Capacity"

### A Note From Joel

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We have been talking about success in sales. Last month I provided you with a working list for the successful Road Warrior.

I included stamina, focus on the close, follow up, time management, high energy, activity tracking and others.

This month we're going to dig a little deeper to uncover what makes the Lead Sales Road Warrior tick. The fact is, there are many kinds of lead sales reps out there. There isn't a magic formula that defines the role. But I believe that there is one factor which separates the top performers from the rest of the pack. I believe that there is one skill or perhaps one defining characteristic of the most Successful sales rep.

The best sales reps have a knack, an innate ability which not all sales reps have. What is it? There are really two steps involved, and it works only if you have the ability and willingness to do both.

*Step #1* - The best road salesman reads the prospect / customer accurately, the way they think, the way they make decisions, the way they communicate.  
*But this is only half the game.*

*Step #2* - The best road salesman adjusts to connect with that behavior on the fly and by plan, with understanding and by adjusting.

Pay close attention next time you are with a sales leader and you may be surprised to be looking at a chameleon who can change their spots to fit the audience.

Next time we will explore that behavior with some tips to ramp up your skill.

***Good Selling,  
Joel McFadden***

