



ODA / TOPLINE

"Building Sales Capacity"

A Note From Joel

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In the last few newsletters we have been talking about the characteristics of the successful sales representative. This month we're going to talk about the preparation that goes into that success.

I have always enjoyed golf, watching and playing. Golf is enjoyable because you can get right up close as they hit their shots. Lee Trevino was a real pleasure to follow because he was skilled and creative. One day in a tournament he hit an unbelievable shot, slicing that ball under a branch, around a fence post, over a bunker and onto the green. All of us standing there were impressed, one of the onlookers said: "Boy was that a lucky shot!" Trevino was walking pretty close by and heard the comment, he smiled and kept walking. But just loud enough so all could hear, he said: "You're right and I was very lucky yesterday on the practice range, where I hit about 200 shots with my three wood. Funny how that low slice I practiced with a low trajectory came in handy."

Now you say, but Lee Trevino is a professional, he gets paid to play.
You are right but he practices on his own nickel.
How about you as a sales rep?
Are you a paid professional?
Do you practice?

We all have the choice to make.
We can show up for the sales call prepared or unprepared.
We can be the Sales Pro or the onlooker gaping at other's success.
The fact is success starts with preparation and practice in every task.
What should you practice?

Good Selling,
Joel McFadden