



ODA / TOPLINE

"Building Sales Capacity"

A Note From Joel

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I closed the last newsletter with the question: What should you practice? There are lots of theories on practicing; I mentioned that Lee Trevino practiced the hard shots on the range. Actually, he practiced shots that he felt would be needed on that golf course to win.

I believe we can learn from that. As Sales Reps we should practice for future sales situations. Here is an example:

A Sales Pro I know was very successful using demonstrations. He had a complete set of Product Demos which he used as sales aids. And he knew that there were several steps in the demo process where something could go wrong:

- No electrical outlet close by
- Lack of space in his customer's office to run the demo
- Busy customers impatient on time and so on...

So he had sensible solutions in place in his bag of tricks and in his planning for the demo. Now you might say: this is pretty basic stuff! And you would be correct it is. But let me flesh the story out a little more.

While many sales reps would get it done but at a struggle, he did it so easily that he could carry on a conversation with any customers near by as he set up the demo. He told me that he found setting up his product was a terrific attention getter, and because he was organized he was selling the whole time. And that is the take home message, selling all the time, no matter what the place or circumstance. The Sales Pro is on all the time, listening and watching everything around him. The Selling Lamp is lit and it should never go out or flicker. Think about all the chances you meet your customer, think about the appropriate sales behavior in every case, and plan and be ready to meet that prospect.

Good Selling,

Joel McFadden