



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

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I was on a joint sales call with one of the top sales reps in his industry. We were meeting with the foreman who supervises the employees using our product. I noticed that the foreman's boss, the Plant Manager was nearby and wondered if he might come over and talk with us.

Let's set the scene, this was a very large account, the product being used was a new version we had just introduced. We had some concerns about the change and how well the product might work.

Sure enough, the Plant Manager came over to see what we were doing. *What do you think my sales rep did?* Many sales reps would have immediately taken charge, stepping in to show the manager all the features and benefits of the product. *What did my salesman do?* He greeted the manager and then handed him off to his own employee who described the product trial very well and carried most of the conversation with his boss, who walked away smiling.

How do you think the rest of the sales call went? Who made sure our product worked? You are right on both counts!

Warning, don't do this without planning, you will need to read the customer and size him up and his organization. You will have educated that user so that she will not make an error. Think about the potential gain, a big win to get the product user on board.

Next time, we will talk about some of the "sell through techniques" that a Sales Pro should have in her bag of tricks.

Good Selling,

Joel McFadden

