



ODA / TOPLINE **"Building Sales Capacity"**

A Note From Joel

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There is an activity in the Sales Game called "Sell-through," which can reap tangible benefits for the Sales Pro. When the opportunity presents itself, the savvy rep walks right through that door. But this technique is not easy, it takes preparation and practice.

First, what do we mean by "Sell-through?"

Sell-through happens when a Prospect buys our product or service, and opens the door to other opportunities. It could be another department in his firm. It could be a new project in his department. In any case, it is a situation where the initial sale eliminates or reduces obstacles for more business.

This is not the same thing as a referral which still needs sales effort. It is more powerful than that because most if not all the obstacles to the sale have been addressed. Generally, the sell-through sale is within the same company. It might be a different department or division.

Sell-through sales have a very high batting average of success. Also, generally, the term of condition of sale, follow up, and account service is predictable.

Now you say, this almost sounds too good to be true.
How can I get some of this sell-through business?
And what's the catch, what do I have to look out for?

We will address these issues in our next Newsletter.

Good Selling,
Joel McFadden

