



## **ODA / TOPLINE**

### **"Building Sales Capacity"**

#### **A Note From Joel**

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Last month we talked about "Sell-through." A situation where an initial sale leads directly to another sale.

There are numerous examples in retail where a manufacturer has built a razor which requires blades only supplied by them. This is a great situation to be in. In retail there are no longer as many because competitors have figured ways to also supply each other's aftermarket. This is also true in many industrial and commercial applications where the manufacturer can no longer control the supply market for long.

So, how can a sales rep learn from this situation. Let's not think so much about blades and products; let's look at the sales process. What are some steps a sales rep can take to build in that Sell-through?

1. The initial sale must be done with excellence.
2. There can be no loose ends, they result in rework and "give-aways", not sell-through.
3. The sales rep must be thinking ahead, what does the customer need next?
4. As is so often true in sales, timing is everything, the rep who anticipates their customer's needs will have the upper hand.
5. There is a key personal selling objective here: reliability.  
The customer must perceive that the rep is available and ready to help.
6. The sales rep must keep communication channels open in both directions.
7. The true Sales Pro constructs a relationship with her customer based on success, that is a positive outcome for the buyer. This must be done repetitively. There are no short cuts.

The value of consistent sell-through is one of the most rewarding things a sales rep can do.

Think about your habits, how do you score on the seven points above?

***Good Selling,***

***Joel McFadden***

