



ODA / TOPLINE

"Building Sales Capacity"

A Note From Joel

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This month's newsletter could be called "A Back to Basics." The fact is, your best route to "Building your Sales Capacity" includes some basic behavior. You can embark on this path by taking some simple steps on your sales calls.

I want you to visualize taking your children to the zoo or a museum. As you walk through the halls you are bombarded with questions, Daddy: what's that? Mommy: how come his nose is so long? Children learn by asking questions with that naïve wonder. It might drive you crazy at times, but you know it's good for them. I've seen parents make it a game, who can find the most animals? Who can visit the most rooms and exhibits?

When you go on your next sales call, set a goal for yourself - how much can I learn about this customer? What must I see? What do I need to understand? I love it when I hear a customer say that a sales rep asks lots of questions.

I realize that some customers react negatively when you do. They may want to keep some things to themselves. Or they may have a reason for not telling you something. If the customer does not know the answer, he may be embarrassed.

But it is clear, the best route to a successful sale is excellent communications.

Next time we will discuss some tips on asking powerful questions.

***Good Selling,
Joel McFadden***