



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

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As we continue to look at the goal of increasing our sales capacity, we need to take stock of our own individual skills, attitudes and habits.

Try this exercise. Go into a store, not to sell something but to buy something. Pick a product that you want to learn more about before deciding. Catch up with a store employee and ask them to join you. Explain to the store person that you are interested in the product, tell them you would like to buy it but first you have a few questions. Then ask the employee at least ten questions about the product.

Listen to the store person's answers.

You are using the consultative process to make a good buying decision.

How did you do with your questions?

How did the store employee do with the answers?

Was it a difficult conversation?

How did you feel?

How did the store employee feel?

Asking excellent questions and listening to the answers is at the **heart** of sales.

The next time you engage a customer ask yourself:

- What do you need to know to help this customer buy this product?

- How can I use excellent questions to learn more?

Next time we will talk more about communications in sales.

Good Selling,

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