



## ODA / TOPLINE "Building Sales Capacity"

### A Note From Joel

October 2019

This month we alternate from Management Review back to Building Sales Capacity. As I write this, it occurs to me that there are many parallels in managing the employees in a company and in managing customer relationships. Let's take a look.

After all, owners and managers are Building Employee Capacity by hiring, training and developing their employee resource.

The parallel is that the Sales Pro is Building Customer Capacity.

What do we mean by Customer Capacity?

Here are three ways to do so:

*First*, the sales rep is looking to sell as many products and service as she can. This is direct action. It can be measured in terms of the number of products sold, the growth of those sales and the margins achieved.

*Second*, the savvy Sales Pro is looking for ways to help her customers succeed in their marketplace. Helping her client win increases her volume. This could be introducing a new product that helps her client's margin, or changing the logistics of delivery to help her customers cash flow.

*Third*, the best sales reps stay on top of industry trends and innovations. Sharing this information with her customer builds a strong relationship. 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. The best sales reps are good at business and these 3 steps make her more attractive to the customer.

Just as the Sales Pro uses the consultative sales process to help her customer make good buying decisions, the professional manager makes good decisions on the recruiting, selecting, managing and training her employee resource. 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.

**Good Selling,**

***Joel McFadden***



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Let's Build our Sales Capacity!

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