



ODA / TOPLINE

Building Sales Capacity

A Note From Joel

January 2020

"Selling looks easy!"

Back this month with ODA/TOPLINE, the question is, why does sales success come very hard for some and easy for others?

I remember back in my early sales career. I was sitting in a sales meeting. This was the kind of meeting where blood was shed! Artie the Sales Manager felt it was his role to get our attention. Unfortunately, his approach was something like Boot Camp.

His "MO" was to single out an individual or two and make examples of them. At one famous meeting, it was Jack's turn. Jack made the mistake of saying "Artie: there must be a mistake I have been scheduled for an entry level training class, I already went to that one."

You know what's coming.

Artie said, with his wolfish smile: "It was no mistake, Jack!"

You could have heard a pin drop in the room as poor Jack shrunk down in his chair. I must admit the rest of us were relieved because it wasn't us.

So does Artie's approach lead to sales success?

How does this work in your firm?

What is your Management Style for supervising sales personnel?

Our Management Process includes:

Recruiting and Selecting, Training, Management and Motivation

My old boss Artie focused on Motivation by fear.

In my next newsletters we will discuss how to balance each of these actions to give us the best chance for success with our sales team.

In the meantime, Good Selling!

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