



# ODA/Management Review

## Learning

### A NOTE FROM JOEL

February 2021

In our January Newsletter I introduced a business tool which when used properly can bring real benefit to your business. The "Listening Post" is certainly not a new idea.

Its origin in the Quality Improvement arena has perhaps hidden its most important value: Business Development.

A wise businessman many years ago pointed out to me that the best sales reps are the best listeners. Before the sales pitch goes into high gear, the Sales Pro is actively listening. This is where our Listening Post comes into play.

So where are the Listening Posts in your firm?

- Your Sales Reps who visit customers
- Your employees who talk to your clients on the phone
- Inside personnel who process orders and make follow up calls
- Delivery personnel
- Service and repair staff
- Your credit and collection department
- Managers and Executives on joint calls
- Your suppliers, service reps and delivery personnel

You might be able to think of others.

Each of these is fertile ground for learning about your company's position in the marketplace.

The information you pick up can lead to ideas you can use to improve your business.

This concept is valuable, but this effort does not come natural to all of your employees.

Next time we will discuss some steps you can take to make this process work for you.

Regards,

*Joel*



Joel McFadden  
484.252.4490



Give Us a Call Today

[www.kraftassociatesoda.com](http://www.kraftassociatesoda.com)

Let's Build Management Skills!