



ODA/Management Review

Developing

A NOTE FROM JOEL

April 2021

Have you been on a sales call where you just know you are connecting with the prospect? The flow of communications is mutual, questions and answers go together smoothly. Learning is happening and solutions are flowing.

The communications process we have put in place is working.
The Building, Learning and Growing are happening.

So why don't we have the order? The groundwork has been laid, obstacles have been overcome, the environment is right. But still no order!

At a sales training session with several of my clients I played out this story. I asked the class, why don't I have the order. We got a large list of answers from the group. We didn't reinforce correctly. Maybe our follow up was tardy. Our price was high, our quality was shaky, our promise for delivery was late. I let the class make a big list. After a while I sat back and looked at the Sales Pro in the back row who had been quiet. He wasn't a plant but I thought he could rescue the class.

I looked at him, and said you have the floor:

He said, you skipped the most important action. He had the classes attention now, they were looking at their notes in dismay.

He said: "you didn't ask for the order!"
The class was quiet and then sheepishly.

More business is lost by not asking than any single reason.

Next time we'll at some techniques to never let that happen.

Regards,

Joel



Joel McFadden
484.252.4490



Give Us a Call Today

www.kraftassociatesoda.com

Let's Build Management Skills!