



ODA / TOPLINE **"Building Sales Capacity"**

A Note From Joel

October 2015

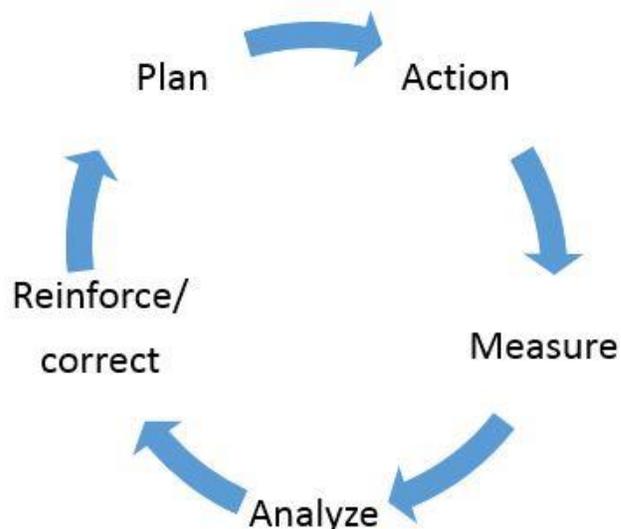
The last newsletter introduced the "Systems Approach" to Management. We talked about the relationship between activities and results and discussed our approach to Sales Management with this in mind.

This month we continue to follow the closed loop to its next step: Analysis. Also, see below information on planned Training Seminars this winter.

*Welcome,
Joel McFadden*



The Sales Rep in Action



How does this next step in our closed loop work? How can it help us build sales capacity?

- **Sales Analysis as a Management Tool:** Analysis, in this case of Sales is a critical tool in running our business. This starts with simply comparing the company sales to a previous period, then evaluating categories to study: product lines, types of customers, etc. The serious manager will carefully correlate sales results with changing actions and environments both internal and external. This will avoid making adjustments which are inappropriate. Timing plays a serious role here.

Your sales process has a time frame which takes into account many factors such as time to find a prospect, their time to make decisions and your ability to react. It has been our experience that timely analysis of gathered data is critical to allow fast response to the marketplace.

There are times, even when armed with data and completed results, that it is best to resist the temptation to change. Changing our sales process can lead to big dividends.

Short term and time sensitive analysis of quoting and pricing for instance, is designed to make effective tactical decisions regarding the way we sell. Longer term marketing data, advertising results and merchandising activities can provide clues to help us make better strategic decisions. We have found a side benefit from Sales Analysis: when done properly, Sales Managers find a customer relations benefit. It turns out that we learn more about our customer because of the Sales Analysis. This leads to enhanced customer service.



SEMINARS FROM KRAFT/ODA

Last winter we conducted Management Seminars on Long Island for clients. The topics of Recruiting and Management were well received. This winter we plan on a seminar on Sales and Sales Management. Look for more information in the weeks ahead and check in with us for more details.

Joel McFadden
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Let's Build our Sales Capacity!

Give us a call today!