



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

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As we take a look at the various approaches necessary to improve our Business, it is natural to review our Management Practices and Methods. After all companies must be managed. The resources involved must be understood and controlled. We think of tangible things like cash flow, inventory vehicles and buildings. And tangible things like processes and time. Of course managing people probably heads the list.

So as we talk about TOPLINE management to Build our Sales Capacity, most of the items above come into play. Let's talk about two aspects of this picture: Management and Leadership. We all know that these two sides of our behavior must co-exist and balance. When we are talking about Sales as the process being affected this is especially true.

I advocate an approach where individual employees take responsibility for and provide most of the direction of, their own time. This approach is very popular with sales personnel. The sales rep is often attracted to the position because of the freedom of action available. The sales manager knows that too much control slows down the selling. But there must be a balance. This is where the two traits are needed for the task. A mix of Leadership and Management.

The most successful Sales Directors:

- understand the market being served but don't buy into excuses
- are full members of the firm's management team
- are both supportive and controlling
- set high standards but are flexible
- focus on the outcome but watch the process
- measure both activities and results
- stay in the moment and real time
- keep an eye on the customer service
- lead from the front but support the back office
- never forget how it feels to win and lose

What else do you think belongs on this list?

Check in with me to learn more about our TOPLINE development. Who else in your organization or in your network should receive this newsletter?

Good Selling,

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Let's Build our Sales Capacity