



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

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We have focused on many aspects of the Sales Process in our series. I believe that the way we handle Customer Service must be a priority consideration for our Sales Managers.

There are many ways to provide support to our customers. We provide problem solving, project management, technical and business advice as part of our sales role. For many of us it is the way we sell. We rely on this activity to stay in touch with our clients. This helps influence them to buy. These services, when provided by the sales rep, improve our batting average.

The methods of delivery of information and service to customers have increased dramatically in recent years. Order acknowledgements are sent electronically, invoices by email, technical data via the web. Customers are encouraged to sign on to our web site and find the information they desire. Instruction manuals and service documents have been replaced by You Tube videos.

These approaches to providing customer service save money and time for both the Supplier and the Customer.

- But are there consequences to this efficiency?
- Do we want to leave the customer on their own researching their needs before the sale?
- And do we want them on their own solving post order problems?
- When does self-direction become less customer service?
- Are we backing away from the customer and as a result given up selling opportunities?

Sales Pros know that getting the customers attention is the first step in a sales approach. Sometimes the best way to connect with the customer is to follow up on a service issue. Or, better yet, participate with the customer in problem solving proactively.

Many firms have developed their sales process so that the Sales Rep is involved in customer service so that we get the best of both worlds.

This is a balancing act worth your attention.

Good Selling,
Joel McFadden



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**Give us a call
today!**

Let's Build our Sales Capacity!