



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

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Last month we discussed evaluating the quality of our sales calls.

We listed three categories: Design, Behavior and Theme/Focus.

What does *Design* have to do with Sales?

Back in my engineering days I worked with teams of professionals who developed, designed and tested new products. One of the most exciting phases of that process was called the "Field Trial." A prototype of the eventual product was built in our engineering lab. Once testing proved the prototype worked there, field engineers carefully selected customer sites where further prove out could be done. At this Field Trial, you can probably guess that anticipation was high. Would the product work in our customer's environment? Was it safe? Were the correct features in place? What was needed to turn the prototype into a productive product?

Your sales call is just as important as a new product launch.

The same effort is required to prepare your sales approach.

Design the effective sales call.

- Practice your phone selling approach, make sample calls and play them back, how did you sound? Telemarketers are trained by listening in on experienced callers and are coached by managers who listen in on their random outgoing and incoming calls.
- What goes with you to a customer? Review your quotation format, supporting documents, information sheets and samples.
- For road salesmen, how does your car effect your call? What can you take with you, catalogs, samples, giveaways. Make your car your office.
- What is your appearance? How will your customers be dressed? How should you adjust? What are the environmental factors present where your customer lives?

- What will the customer hear, see and feel when you are making a sales call?
- How do you feel about it and how does it affect your sales?

The objective of the *Design* is to maximize your chance of success.

Next time we will talk about your behavior during a sales call.

**Good Selling,
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Give Us a Call Today

Let's Build our Sales Capacity!