



INSIDE SALES & SERVICE PRO

STAFDA'S NEW MANUAL INSPIRES INSIDE SALES SUCCESS

Like acres of diamonds in your backyard, your greatest opportunity to grow exists right in front of you. Inside sales and service professionals are your acres of diamonds. Your greatest opportunity is within your own organization.

In sales, there are fewer things more powerful than being at the right place, at the right time, with the right solution. For inside sales and service professionals, they are in the right place, and the timing couldn't be better. It's as simple as presenting the right solution.

The inside sales and service professional is your greatest leveraging point within the organization, yet organizations don't teach inside salespeople how to sell. Our research shows that only five percent of distributors provide sales training for their inside sales and service professionals. The individuals who have the most opportunities to sell are never trained on how to sell.

Based on this need for inside sales and service training, STAFDA has partnered with Reilly Sales Training to develop *Inside Sales and Service Pro*. This program is customized to meet the needs of the STAFDA distributor. This training and research will be available as a self-paced training manual for STAFDA members.



REILLY

The research portion of this project began this past summer and will continue into the fall. The purpose of this research project is to understand the inside sales and service role, gather data on their best practices and uncover leveraging opportunities.

WHEN AND WHERE

STAFDA sales consultants Paul and Tom Reilly will review the new STAFDA manual, *Inside Sales and Service Pro*, **Sunday, Nov. 8 from 9:00 - 11:00 a.m.** A continental breakfast will be served 8:30 - 9:00 a.m., outside the meeting rooms.

Three research methods are being used to gather data: online surveys, management interviews and observational research. The initial survey provides background information directly from inside sales and service

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WHOSE GROWTH IS MORE IMPORTANT?



There's a new trend in the marketplace—mergers for one-size-fits-all solutions. Unfortunately, while suppliers partner up and grow larger, you face stronger competition.

But that's not so with Logistics, where you get:

- An independent redistributor focused on the needs of independent distributors
- Risk-free expansion through no minimums, fee-free drop shipments, and free marketing support
- Personalized solutions specific to your unique needs

So if partnering with someone who puts your growth before theirs is important, it's time you team up with Logistics—*YOUR* growth source.



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INSIDE SALES AND SERVICE PRO WILL GIVE YOUR INSIDE TEAM THE TOOLS THEY NEED TO SELL MORE EFFECTIVELY, SERVE MORE CONSCIENTIOUSLY AND CREATE A BETTER OVERALL CUSTOMER EXPERIENCE.

professionals. These surveys are used to gather descriptive data. This data is incorporated into the self-paced learning manual.

The management interviews will establish best sales and service practices. The purpose of the management interview is to understand what top-achieving inside sales pros do differently and what makes them successful. This information will be analyzed to develop a profile of a top-achieving inside sales and service pro.

Observational research will validate the management interviews and establish best sales and service practices. This research will take place at the distributor location. The goal is to observe customer interactions and establish best sales practices

The purpose of *Inside Sales and Service Pro* is to give your team the skills they need to fully leverage opportunities, serve customers more conscientiously and create a better overall experience for your customers. Here are some of the topics we address in *Inside Sales and Service Pro*.

Here are some takeaways based on our online survey.

- Most inside sales and service professionals don't have a sales quota. When you have no targets, how can you hit them? Establishing a sales quota is fundamental to every sales organization.
- Only 20 percent of inside sales and service professionals receive monthly coaching and performance reviews. This creates an opportunity for STAFDA managers. If you manage inside sales and service professionals, coaching and developing has to be your number one priority.
- 93 percent of inside sales and service professionals have the ability to discount a customer order below their standard list price discount.

IMPROVING COMMUNICATION

In sales, the information exchange is often more valuable than the monetary exchange. Each customer interaction presents an opportunity for your organization. The key is to gather and funnel information properly. Our research shows there is ample opportunity to grow within your current account base. Our research also shows that top achievers communicate more frequently with their team members.



CROSS-SERVING OPPORTUNITIES

Cross-selling is selling more products to the customer. Cross-serving is providing the customer with a higher level of service and a more complete total solution. Imagine your customer back on the job site with anchors, only to realize they don't have the necessary bits or installation instructions to properly install these anchors. Ensuring the customer has a complete solution is the responsibility of the supplier.

PROACTIVE VERSUS REACTIVE SELLING

There is a logical flow to any project. Understanding the customer's current project stage means you can predict their next stage. If you can predict the next stage, you can anticipate their needs. Proactive selling is about anticipating the customer's needs.

TEAM SELLING AND TEAM SERVING

Your customer's needs exist beyond the capabilities of just one individual. That is why there is a team in place. The most effective inside sales professionals communicate more leads to other team members and regularly communicate valuable information.

Inside Sales and Service Pro will give your inside team the tools they need to sell more effectively, serve more conscientiously, and create a better overall customer experience. *Inside Sales and Service Pro* will serve as a coaching and development guide for STAFDA managers. *Inside Sales and Service Pro* will launch at this year's STAFDA convention in Phoenix. Please visit our workshop on Sunday. **CS**

Paul Reilly is president of Reilly Sales Training. Reilly Sales Training is a St. Louis-based, privately owned company that specializes in training sales professionals, sales managers and service professionals. Reilly Sales Training, STAFDA's designated sales consultant firm, offers public seminars, in-house sales training programs and hiring and training assessments. If you are interested in participating in this research, please contact Paul Reilly at Reilly Sales Training (636) 778-0175 or Paul@ReillySalesTraining.com. You can also visit www.ReillySalesTraining.com and sign up for his free newsletter.

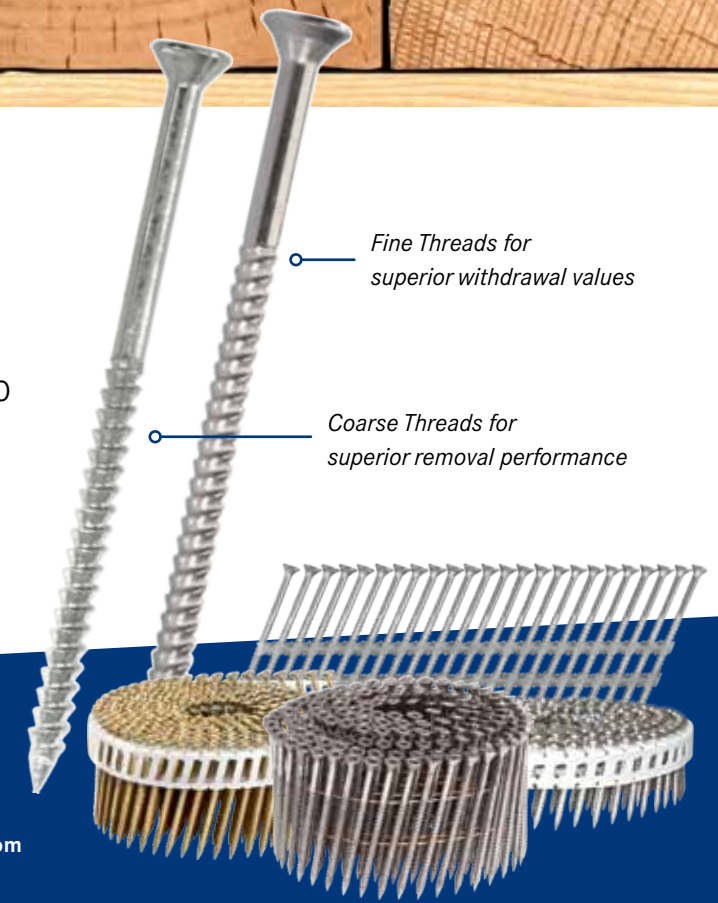


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