

The Thinking Salesman Letter

January 2st., 2011

Our Mission:

To openly discuss and challenge all aspects of sales and distribution and to promote the sales profession.

www.TheThinkingSalesman.com

Because of the Holidays this is an abbreviated version of the newsletter.

Hello Everybody,

**Happy
New Year!!!**

From the field:

*(None of this stuff is made up,
the names may have been omitted to protect the guilty)*

We keep hearing from Mfrs that their Reps don't communicate enough with them. Well, it also goes the other way.

Heard from a Rep who used to be a sales mgr.:

"Now that I'm a Rep I feel like an island... that I'm not part of the decision process"

Carroll Hollingsworth, of DH Marketing (www.dhmarketing.biz) hit the nail on the head when he said:

"It's a team sport"

What NOT to say to Canadian Custom officials

This fellow who's on his way to Canada didn't think he should bring his passport. When asked to produce it at Canada customs he answered:

Passport?! I don't need a passport, Canada is not a country.

As he gingerly put it, Custom Canada gave him an update in political science 101.

Whisky Tango Foxtrot Moment

'Tis the time for New Year's resolutions, so here's a suggestion:

Reps have one or two lines that really don't fit their portfolio, either they're not a good match with the other lines or the markets have changed. Principals also have one or two Reps who for whatever reason don't perform but they're being tolerated. Shame on those lines and on those Reps.

Resolve that in 2012 you'll clean up these "situations" and put a follow up in your systems to review your resolutions periodically and at the end of December 2012.

If at the end of December 2012 you still have the same lines or Reps, shame on you.

P.S.: If you don't even have a system that allows for follow ups –and I know a few Reps who don't– shame on you right now.

Thought:

**May all your troubles last as long
as your New Year's resolutions!**

Joey Adams

Next issue, January 15, 2011,

Interview with a sales mgr.

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