

Industrial Marketing Services.

Helping organizations grow!™.

Business Insight.

- The forgotten sales force.

*by Sanjay Limaye.
Principal Consultant.*

Consulting • Research Study • Executive education.

The forgotten sales force.

Field Service engineers and Support Representatives.

Often the decision makers of the organisation are in a "Sales Dilemma".

- ~Who do customers pay the most attention to?
- ~Who do customers find the most influential and credible people in my organisation?
- ~Who often spends the most time with the customers?
- ~Who really are the most effective sales people in the company?

Often, it's not the high-powered sales team member handling the customer, but rather a member of one of technical/support groups that they have frequent contact with.

There's no question that Sales engineers have the primary responsibility of closing the deals and bringing in revenue, but chances are the field service engineers and similar support representatives are an underutilized sales resource that you must not overlook.

What can you do about it?

Talk to your technical/support teams about the valuable sales role they can perform.

Discuss the fact that their personal success as well as the success of the company depends on everyone utilizing their skills and contacts and opportunities in the best way possible.

Make sure they know just how influential their comments are. And make sure they understand that customers really want to listen to them. Let them know that customers rely on them to make them smarter.

Encourage them to show the customer that they really are the experts they think they are. But also make sure they understand that the way the customer interprets their comments can make a big difference in your company's success or failure.

And finally, share the good news that they don't have to start sounding like a salesman & don't need to carry an order book, product catalogues etc in order for them to fulfill a valuable sales role.

What can they talk about without sounding like a salesman?

Focus on the fundamentals - Customers want to partner with a successful company, and they want to work with people who are proud of their successes.

They can recommend that the customer take a few minutes to talk to the sales engineer about a specific product that would be beneficial. An enthusiastic suggestion to talk to a sales person can make that sales person's job so much easier.

They can talk about-

- #The company's recent sales or product successes.
- #The advanced training they just completed.
- #New people who just joined their team and they can inform the valuable new skills these new people bring to the company.
- #New software the company just implemented or the new scheduling or dispatching tools that will make them more responsive to the customer.
- #New tools they have to use in their jobs.
- #New products and how they might be beneficial.
- #Their success at other companies with similar problems.
- #The money other companies have saved, or other significant benefits.

In the current competitive market, everyone needs to be selling, and one doesn't need to have a salesman's title, in order to help the company to achieve success in sales.

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About Sanjay Limaye:

As a consultant with nearly 21 years of experience in sales, sales management, marketing and corporate management, Sanjay brings clients wide-ranging expertise to the clients. Visit <http://www.inmas.com/service.php> to know more

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