

Lessons

VENDORS TRACK

from a Postman - How to deliver as a vendor



Presented
by
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Just what is a sales representative (inside or outside) supposed to do for their accounts?

What's in it for you in working with this account?

Identifying accounts that you can work with

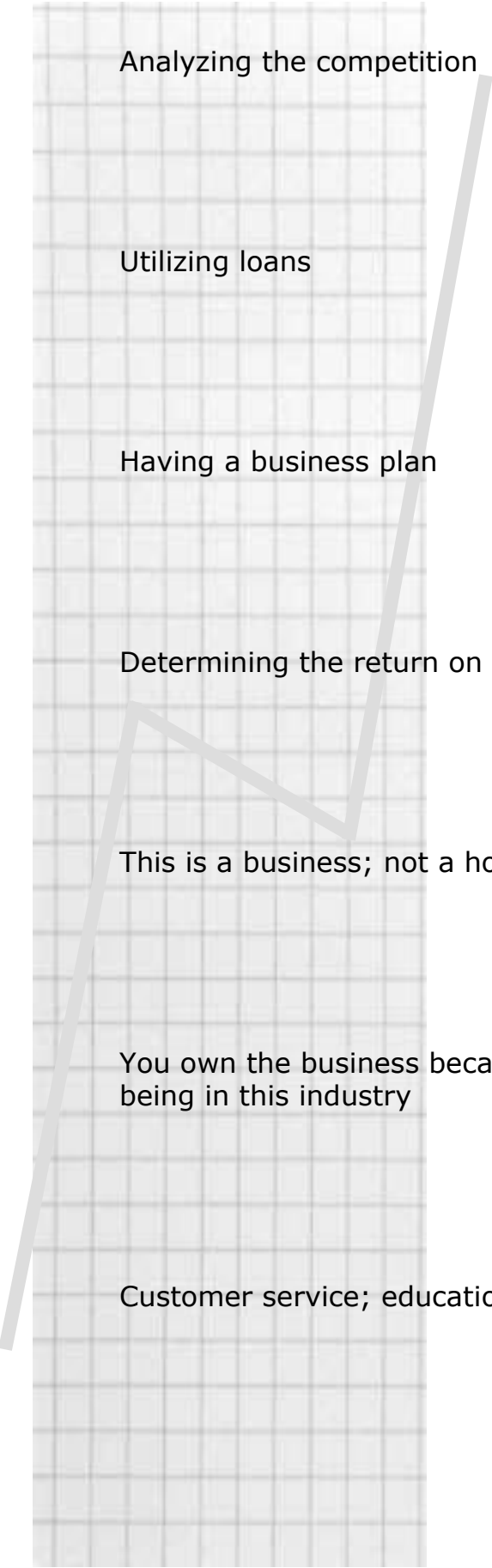
A technique to determine if they are a willing student

The focus of "who" instead of "what"

Understanding business metrics

Not being dependent on the accountant

Image, branding and marketing



Analyzing the competition

Utilizing loans

Having a business plan

Determining the return on investment (ROI) in the business

This is a business; not a hobby

You own the business because it makes money; not just because you like being in this industry

Customer service; education not training

How many hours do you work each week? It means not having "part time" managers

A sequence of working as a vendor

Call in advance

How much time needed?

Any issues to be resolved

Any challenged to be discussed

What the vendor wants to bring to the conversation

Get the dealer away from their business to discuss