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You Cannot Manage Sales

Our position in this article is that *“you cannot manage sales, only the conditions which lead to sales being made.”*

Sales are not a mechanical function. We can manage time, money, machine loading, etc; but we can only manage the conditions that create the environment under which sales are made.

Sales, and profits, are the result of providing unique benefits (products and services) to customers. Everyone in a supplying company who has contact with the customer has the opportunity to affect sales. They do this by being competent. It's that simple, and that hard.

Competent relationships create an environment where the customer perceives value and trust in the supplying company. If competent handling of all customer contact can be managed sales will follow.

Suppliers expect customers to become loyal. Customers have the right to expect loyalty from a supplier. That loyalty is more than a satisfactory product delivered on time. Supplier loyalty means unsolicited suggestions for improvement, alternatives on estimates, and the occasional favor without an up charge or grumbling.

So, the only way to manage sales, or create the conditions under which sales are made, is to systematically develop the resources to deliver consistently reliable service to the customer.