

## COMMUNICATING EFFECTIVELY WITHIN YOUR COMPANY

As sales people we often earn the title of the company's 'fighter pilot' and we're hailed for our successes going "where no man has gone before". So we get the nice new cars, the new lap tops, the latest cell phones, and lots of lovely commission.

Selling is tough work, and all of these sweeteners are well earned, and can be expected for any top performing sales personnel. Yet selling can be lonely and often it feels like the company's attitude is:

**"Here are the tools to make sales, go make us proud. Oh, and, don't make us regret bestowing these lavish tools upon you or you might force us to reclaim them".**

As you are sent forth to prosper for the company and become a permanent 'recon' person you find that eighty percent of your day is spent away from your desk and you can feel dislocated. So it can be difficult to build up a rapport with your support team, who may well feel a tad jealous at the perks they see you getting.

With so much energy going into impressing the clients your interpersonal skills and relationship building at your own work can be neglected. This can impact on you very negatively - when you need to rely on staff to carry out tasks required to help clinch the deal.

**Make sure you build good relationships with your colleagues, especially your support staff so they are there when you need them.**

### THE RECEPTIONIST

Often the poorest paid member of your team. Sees you getting lots of attention along with the nice new cellphone and four door saloon. If you don't invest some time into building a good working relationship with this person the consequences can be dire. Messages can be lost, wrong numbers given, your typing finds it way to the bottom of the pile, photo copying-faxing never completed, and mysteriously sales leads are given to someone else. Don't run the risk!

### THE OFFICE MANAGER

Frequently a staff member of long standing, often with the company 5-10 years. He or she has seen 4 or 5 other sales people come and go in this time. Sees you as just another number to be shot down as this person deals with figures most of the day and the margin for you to succeed may be slim. Get on board with this person, they usually have access to all types of historical data which in the right hands could be gold, they'll put you right on all of the company's policies and what is accepted and not accepted in order for staff to process a sale. In the long run this could save you a lot of unnecessary frustration.

### THE SALES MANAGER

You must be on the same page as this person. As your immediate superior they are on the cutting edge of what needs to be done and how to do it. The more they are aware of your actions the easier it is for them to report your progress to other sectors of the company (such as the CEO). More importantly if they know who you're working on there will be less confusion if other sales people lay claim to your prospects.

**The bottom line is, it's not just clients who you have to sell yourself to, you've got to forge relationships internally that will assist you in completing the sales process. The more your colleagues understand and know you, the smoother internal matters should move.**



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