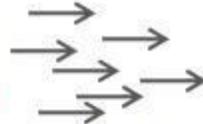




**KappaEast**  
Management Consultants



*Achieving radical and sustainable improvement in top line performance*



October, 2010

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***"A sales force is like a piece of spaghetti, it can only be led from the front end."***

***....Anon***

Dear Friend of KappaEast,

You are receiving this e-mail because of your relationship with our firm. We would very much appreciate any feedback regarding the content.

Respectfully,  
KappaEast  
973-720-0020  
[kappainfo@kappaeast.com](mailto:kappainfo@kappaeast.com)

**The Challenge:**

Top level sales productivity requires making the most out of every client contact. Access to key decision makers is not easy enough to allow for "howdy calls" or calls where you "wing it". And the people you need access to will avoid having meetings that tend not to be substantive and purposeful.

**What Works:** The KappaEast call planning process is a quick, proven, simple way to ensure that all sales people, from successful veterans to beginners, have a fundamentally sound approach to maximizing real, substantive progress toward closing business on each and every sales call. The process is focused on setting call objectives that target the impact that is made on the client during the call, not what the sales person presents or takes away as a "to do".



These objectives are expressed in terms of the *Three A's*.

**Actions . . .**What we want the customer to commit to do as a result of the call.

**Attitudes . . .**What we want the customer to agree with as a result of the call.

**Answers . . .**What we want to find out from the customer during the call.

**Just Try It:** Years of sales and sales management experience have proven that consistent, rigorous implementation of this simple construct will ramp up sales productivity. Try it for your next sales call. Click on the link below to access the call planning template, complete with instructions. Submit your call plan and receive an email with expert feedback on your first KappaEast call plan.

**[KappaEast Call Planning Template](#)**

**What's Next:** If you would like to explore ideas for improving the top line performance of your sales teams, we would welcome a call. If you have additional best practices we would welcome hearing those as well. You can reach us at **[kappainfo@kappaeast.com](mailto:kappainfo@kappaeast.com)**

Watch for a future eNewsletter describing how to best conduct/manage sales calls to get the most out of your KappaEast call plan investment. Please share this eNewsletter with anyone you think might find it helpful by clicking . If you would like to add any of your executives or colleagues to our mailing list **[click here](#)**.

KappaEast eNewsletters are drawn from our 30+ years of Strategic Planning and Sales Performance consulting experience across a broad range of businesses from startups to Fortune 1000 and covering a wide diversity of industries, markets and international business environments.

All the best,  
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