



pitching slump

A reader once told me that to be successful during a bad economy, salespeople need to be in front of more customers, more often. But of course, showing up is only half the battle. The other half is relying on salespeople to know how to effectively pitch the products during the sales call. Unfortunately, more often than not, that's probably not the case.


E-LEARNING
- 15 SECOND SCRIPTS
- SELLING SKILLS
- PRODUCT KNOWLEDGE

The "Great Recession" forced many jan/san distributors to cut back or completely cut out sales training. According to sales consultant and *Sanitary Maintenance* online columnist Dave Kahle, only one out of 20 distributors are providing sales reps with the skills they need to effectively do their job, including how to make a great sales presentation. Unfortunately jan/san distributors know that an improvement in the economy is not coming anytime soon. Cutbacks to sales training are likely to continue.

In our cover story (pg. 18) we provide some tips for distributor sales reps to hone their "perfect pitch." For tech-savvy salespeople, our feature on tablets (pg. 26) gives some examples of how the iPad is changing the sales call. And if you want more sales advice, check out Kahle's monthly column at www.cleanlink.com/sm/salescolumn.asp.

Our extensive coverage shows that sales is clearly the lifeblood of jan/san distribution. That's why *SM* wants to honor the leading salespeople in our January 2012 issue. We are looking for reps with more than just great sales numbers; we want to showcase those who motivate, inspire, lead by example and have a great story to tell.

Between now and Nov. 15, nominate someone you think deserves recognition by e-mailing Deputy Editor Nick Bragg at nick.bragg@tradepress.com. Or really stand out and submit a video on our Facebook page at www.facebook.com/SanitaryMaintenance. If you're attending ISSA/INTERCLEAN in Las Vegas in October, you can also personally submit your nomination at our booth, #3317.

To learn more about the "2011 Sales Leaders" honor program, visit www.cleanlink.com/salesleaders. 

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