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Loosing a sales person doesn't mean loosing customers.

*by Sanjay Limaye.
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Loosing a sales person doesn't mean loosing customers.

A salesperson's exit can cause headaches for the management, who rightly fear that the sales person's customers could leave along with him. Although customers are buying the company's products, their relationships are with the sales person. But just because one of your sales staff is leaving, it doesn't mean that his customers have to.

Here's what the organization can do to address the situation;

1. Immediately transferring all the customers & enquiries to another manager. The first step is to act quickly and in person, if possible. Most company's retreat and try to come up with a strategy, as opposed to taking immediate action. During your call or visit to the customer you should acknowledge change and reflect positively on the salesperson that's leaving. Replace the salesperson with someone of equal status or higher.

2. Managers should capitalize on the change. This is an opportunity to seek suggestions about any other things you need to address. If you invite the customer to participate, he'll be more engaged in the relationship. You'll also have a chance to make contact at a higher level in the client's organization. Managers need to make the effort to connect their executive management team with that of your top clients. The more that you can diversify your points of contact with customer's organization the better!

3. Managers should have effective customer communication in place by visiting important customers or sending a welcome letter to clients so that contact is made before salesperson leave. Include your name and contact information with an expression of appreciation for their business. Have a formal system, where the senior management of your organization meets customers periodically. That way, "they know they are being attended to at a higher level.

Finally, Individuals learn but organizations don't.

One cannot stop sales people from leaving, hence it is extremely important to have knowledge management process in the organization. Specifically capturing experience & knowledge gained during various customer interactions. When sales people leave, you also loose experience & knowledge. Unfortunately in absence of any formal process to capture knowledge, only individuals learn but organizations don't. !

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About Sanjay Limaye:

As a consultant with over two decades of experience in sales, sales management, marketing and corporate management, Sanjay brings clients wide-ranging expertise in developing, growing and running sales and marketing organizations in today's

global economy.

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