Should you hire Order Takers or Order Creators?

<table>
<thead>
<tr>
<th>Order Takers</th>
<th>Order Creators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prospecting</strong></td>
<td>Sales adventures, Prospect, Start communications, Long conversations</td>
</tr>
<tr>
<td><strong>Salary</strong></td>
<td>Wide range</td>
</tr>
<tr>
<td><strong>Company</strong></td>
<td>Sales team do all prospecting</td>
</tr>
<tr>
<td><strong>Goals</strong></td>
<td>Depend on you in sales</td>
</tr>
</tbody>
</table>

### How to distinguish Order Takers and Order Creators?

**NOTE 1:** Don’t think that a good order creator will be a good order taker. Indeed, order creators tend to be poor performers in this area, because they tend to start long discussions with customers that are ready to order.

**NOTE 2:** Usually it is easier to find another good order taker than to find another good order creator. Think twice when you change your staff.

### Should you be an Order Taker or an Order Creator?

**Order Takers**
- You tell them what you would like to get and they tell you how much you should pay and when you can get your order. And that’s it.
- Reactive
- Sell today

**Order Creators**
- Order creators do not wait for the customers to come. They make clients wish and buy their products. This way is much harder.
- Prospecting, Cold calling, Uncertainty, Start communications

### Psychology

**Order Takers**
- Sales, persuasion

**Order Creators**
- Sales, networking, existing customers, competitors

### Goals

**Order Takers**
- Stable in the short term
- Low responsibility for sales
- Suffer from new trends like e-commerce

**Order Creators**
- Depend on you in sales
- High responsibility for sales
- Will not suffer from e-commerce

### Table 1: Salespeople

<table>
<thead>
<tr>
<th></th>
<th>Order Takers</th>
<th>Order Creators</th>
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<tbody>
<tr>
<td>Average</td>
<td>Can’t be very high</td>
<td>Narrow range</td>
</tr>
<tr>
<td>Sales</td>
<td>Play the right role</td>
<td>Sales in existing customers</td>
</tr>
<tr>
<td>Prospecting</td>
<td>Use order pads</td>
<td>Prospecting, Sales adventures</td>
</tr>
<tr>
<td>Start communications</td>
<td>Listen &amp; respond to customers’ requests</td>
<td>Sales, networking</td>
</tr>
</tbody>
</table>

### Table 2: Notes

1. If you see that you are getting plenty of new clients and this situation will not change in the future then you should be looking for good order takers.
2. If you need to attract more clients and your sales rely mostly on prospecting then you should be looking for top order creators.