

The Impact of Selling Environments

A selling environment is influenced by many factors including the type of product or service that is sold and how effectively you interact with the client. Other factors include:

- **Client need and experience**

Does the client have limited knowledge and experience with the product or service or is it on par with your knowledge and experience? Is the need for the product or service essential to the client's overall business success, or does it simply support the organisation's day to day function?

- **Product complexity and the need for product or service support**

Some product or service sales are straightforward, involving one sales call to a decision maker with no or minimal post sales service. In other cases, sales calls require multiple contacts on numerous occasions within the client organisation. The sale in this environment could take many months or several years to conclude and require future account management.

- **Product or service life cycle**

Is the product or service new to the market and relatively unknown or has it been around for so long that it is close to the end of its life cycle? Where a product or service fits in its life cycle will have an impact on how it is successfully sold.

- **Competitive environment**

Will the client screen competitors through a tender process or be directly approached by the your competitors? Are competitors aggressive in their pricing or will the client accept recommendations based on long term relationships?

- **Salesperson's natural sales style**

Most salespeople have two sales styles with one being dominant. Knowing your personal sales style will help you to understand the way you sell and communicate with clients and how to adapt to the way they want to buy.

- **Salesperson's knowledge, skills and abilities**

The ability to follow a sales process, understand the buying process, objectively evaluate the sales call outcome is crucial to sales success.

Selling environments differ in many ways and can be complex in nature. Knowledge, skills and adaptability are essential to succeed within any one selling environment.



For more information or if you want to discuss a sales or sales management issue then contact Kurt Newman on +61 412 252 236 or email kurt@salesconsultants.com.au.



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increase sales from 10-56%. Clients range from small to multinational companies and he has completed projects in Australia, the Middle East, Asia and Europe.



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