

# How to Position your Recommended Action - Part 1

The presentation done well persuades the client to accept the recommended course of action with minimal requests for financial concessions. The key is to keep it simple and streamlined.

Begin by creating the right environment that allows the product or service to be **presented in the most favourable light**. The environment can be the client's office, workstation or anywhere distractions and interruptions are minimized. Whilst the client will generally choose the environment, if you think there will be too many interruptions then suggest somewhere else.

Doing this will:

- Give you greater control
- Relax the client consciously or unconsciously
- Reduce the natural distractions such as seeing others arriving and leaving
- Give you a better chance of achieving your sales objective/s
- Show your confidence.

Interruptions are a reality of sales even when the client has given instructions for no phone calls or interruptions. When this does occur:

- Be professional and don't show any frustration or annoyance
- **Take the spotlight off the client** by checking your notes, presentation or visual aids
- Actively listen and be ready to briefly recap
- Briefly recap the main points of your presentation when you have the client's full attention.

Research has shown that immediately after an interruption it can take up to ten minutes for the client **to reach the same degree of concentration and emotional involvement** as they experienced prior to the interruption.

Creating the right selling environment sets the scene for structure sales language to communicate value in a clear and succinct manner about your organization and its product or service that will solve the client's problem or need.



If you want to discuss anything to do sales or sales management then contact me directly on +61 412 252 236 or email [kurt@salesconsultants.com.au](mailto:kurt@salesconsultants.com.au). Please enter the subject heading Enquiry.



*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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