

## Sales Statement #35

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# Today's challenges Managing the Selling Cycle

It's every salesperson's aim to reduce the selling cycle so in turn sales increase. However, the selling cycle can slow and even stall when:

- The client hadn't dealt with your company and is unfamiliar with your products and or services
- A major decision is required that will require a large financial commitment and other resources
- Cross organisational functions involved in the decision-making process
- Many competitors including the client's internal resources bidding for the same business
- Other client needs competing for the same funding
- Fear of a personal backlash by the client if the wrong decision or recommendation is made
- Internal client power struggles and or politics.

The selling cycle is integrally linked with the sales pipeline meaning a short selling cycle will result in a confirmed sale and so exit the sales pipeline. A sales opportunity that doesn't progress can be because:

- The client is reluctant to start their buying cycle until it is necessary resulting in a reduction in the number of prospects entering the sales pipeline
- It takes longer for the client to progress from awareness of an issue that needs to be addressed to the decision to solve. This is because more time is spent analyzing options and coordinating with others within the organisation
- Sales opportunities are not progressing or exiting the sales pipeline because:
  - The prospect wasn't qualified effectively which in turn will bloat the sales pipeline filled with poor opportunities

- The sales pipeline wasn't managed well
- Client self-disqualification through risk aversion. For example they fear making the wrong decision.

It's important to be aware the longer the selling cycle goes beyond the mean average the greater the risk of not getting the business.



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 increases 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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