

Sales Statement Series #5

A salesperson without a sales process is like a cyclist without a bike

By not using a structured sales process can result in:

1. Wasting both your client's and your time.
2. Your communication could be hard to follow.
3. You appearing unprofessional.

A sales process usually evolves overtime within an organisation either by design or by accident. A sales process can be developed by a competent sales manager in conjunction with their top sales performer/s and or by using an experienced external consultant.

By not following a sales process the **sales interview can take 30% – 100% longer** and the salesperson tends to do most of the talking most of the time risking coming across 'salesy'. If a sale is confirmed it's more by luck than by design. Many senior and executive managers will avoid a second meeting with the same salesperson because of the extended sales interview time.

Salespeople who don't use a sales process tend to jump from one subject to another and react to client questions or statements. This can create both emotional and mental client disengagement.

By using a sales process and associated skills can give you a competitive advantage for the reasons outlined.

For more information on the sales process or if you want to discuss your situation please 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 has completed projects in Australia, the Middle East, Asia and Europe.

