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## Solution selling is evolving

Peter Gerlach, one of the original judges from the former National Sales Awards, who works across Europe, but especially in the UK and Germany, is able to put an international perspective on the subject. He states: “A very large number of salespeople, regardless of the country, industry sector or whether they simply sell an ordinary product or service or are responsible for large and strategic key accounts, most of them massively lack in the ability to deeply understand their clients, the clients of his or her clients, and the business as a whole. “They are more concerned in meeting as many prospects and clients as possible and pushing a sale forward than understanding the real issues the client is facing today, may face

tomorrow and how to overcome them. All this has a detrimental effect on the current sale, the selling firm’s reputation, revenues and profit margins. “Clients and buyers nowadays are cleverer and smarter than years ago. They do not need salespeople to educate them as much as they have done in the past. They do their own research and know what they want. What they need instead are salespeople who help them to add consistent value to their business. This is what motivates them, gets them out of bed and challenges them all year round. Salespeople who understand this, take a real interest in looking at the broader issues, are selfless, strategic and totally focused on adding constant value to their clients’ business will always win and will survive in today’s very competitive market”.

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