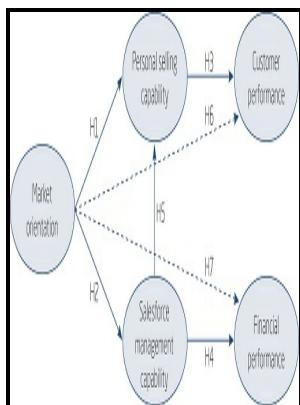


# Dual role of the salesperson - selling: a sales-orientated approach.v. a customer-orientated approach.

The Author) - The changing and evolving role of the salesperson



Description: -

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## 5 Different Kinds of Sales Approaches Every Sales Rep Should Know

At this point, it is clear there are a number of different types of sales roles. Not only is the salesperson able to perceive these trends but is also able to understand their implications for his or her organization. Like outside sales, they most often make their sales face-to-face.

## 7 Different Types of Sales Roles, Explained

The management looks upon salespeople to provide them with these and several other such customer and competitor information.

## 5 Characteristics of Successful Salespeople

Another 20-25% have the essential attributes to sell, but they should be selling something other than what they are currently selling.

## 5 Characteristics of Successful Salespeople

They are also strategists, providing opportunities for customers while demonstrating value. Any changes in customer situation like expansion or diversification? Consultative Selling Consultative selling is especially effective in technical sales. Showing interest in the prospect and trying to connect on an emotional level is at the core of this approach.

## 5 Characteristics of Successful Salespeople

I look for an intelligent fighter--someone who doesn't take no for an answer, who knows how to be politely persistent, and who is quick on his or her feet.



## Related Books

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- [Sue Grafton: Three Complete Novels; M, N, & O - M is for Malice; N is for Noose; O is for Outlaw](#)
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