



... → Transactional Selling

Role Description

Transactional Selling is the 'ability to identify opportunities within which to position a fully functionally defined, stand-alone component'. As components tend not to deliver 'end-user' functionality in themselves, a Transactional Sale usually involves technical integration of a component into an application along with justification of why it will perform better than another. Hence, Transactional Selling usually occurs at the 'technical' and 'procurement' levels.

Aims and...

With the aims of:

- 1) Evidencing to the customer the ease with which their offering can be integrated into the customer's own offering.
- 2) Highlighting the key functional benefits of their offering to meet the customer's needs.
- 3) Creating a feeling of 'fondness' for the offering, such that the customer feels a preference to select them as suppliers over all other options. ... →

...Abilities

Candidates require a range of capabilities to perform this role including the ability to:

- **Prospect** vigorously to identify opportunities.
- **Identify** application areas within which the component could contribute value.
- **Apply** a high level of technical competence.
- **Determine** how much application benefit would result from use of component.
- **Build** competitive analysis showing own component in favorable light.
- **Locate** and access decision makers.
- **Close** the sale.

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