



Do People Buy Based on Price and Availability?! (7-4)

Sales: Price and Availability

Many people think that buyers make their decisions based on price and availability. This is rarely the case.

Buyers Make Decisions Based on Many Things

- Style of goods and/or services.
- First impression of person, brochures, and/or presentation.
- Reputation of company being represented.
- Little or no references.
- Past client experience and results.
- “Perceived” quality of goods and/or services.
- Cost of goods and/or services.
- Confidence of potential buyer in salesperson.
- Quality of sales professional.
- Personal factors.
- Lack of follow-up.
- Lack of knowledge of the salesperson.
- Lack of individualized touch by salesperson.
- Wrong time for buyer (buyer is distracted).
- Buyer is not interested and never will be.
- Buyer does not understand what you have to offer.

How is Your Business Development Plan and are You Following It?

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