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A New Twist to Sales Communications in the Greek Market

Sales Communications

In the 1970s revealing details and new research findings came to light, which gave a new twist to the meaning of Sales Communications and brought about new sales techniques in general.

- It was the time when “Transactional Analysis,” of the new scientific method by Dr. Eric Berne, was applied and extended very quickly to almost all business sectors. It was increasingly obvious that behind every professional problem there was a human relations problem. At that time people recognized the great importance of effective ways of communication and the development of human relations.
- At the same time the preeminent psychologist Abraham H. Maslow developed a method for analyzing and prioritizing human needs. This method facilitates the seller to stimulate and awaken the real needs of the customer or potential buyer, regardless of what the customer or potential buyer says or thinks he wants. Then the seller can meet these needs with the product he proposes, abiding, at the same time, to all ethics and professional conduct rules in every sense.
- Finally, around the same time, marketing consultants Al Ries and Jack Trout began to write articles about a new idea and introduced the term “positioning.” This term has since become nearly the most popular word in marketing in the world and in all business circles.

Today, the area of industrial and consumer products is evolving significantly, while going through many transformations. Therefore, it is worthwhile to consider the following three points:



1. Consumers or end users have become so saturated by the plethora of products that technology alone has ceased to function as a competitive advantage and is now regarded as a kind of entitlement for the customer or potential buyer.
2. Maximizing production efficiency and product quality in an industry no longer suffice, since the continuous improvement in these areas is now a prerequisite.
3. Technological barriers for entering into a market no longer exist and competition is ubiquitous in any sector, while strategic surprises are almost always part of the daily mix.

Based on the above, we can conclude that “Sales Communications” in the Greek market have taken a completely new turn in the modern world. The relationship that develops between the seller and the customer or potential buyer will continue to be a unique

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and constant competitive advantage for companies that have a clear marketing orientation and meet the requirements of the 21st century.

All other marketing parameters, such as design, pricing, availability and distribution of a product can easily be copied, replaced or surpassed by competitors.

People now pay primary importance to communication relationships. And marketing strategy focuses on modern sales communications techniques, which contribute to building long-term relationships of trust. 