

time are not luxuries; they are fuel for sustained performance.

Managing Supply Chain & Delivery Issues

Even when you win the deal, product or service delays can strain relationships. The best sales professionals get ahead of this by setting expectations early.

Be transparent about potential challenges from the start. Overcommunicate timelines and, where possible, offer alternative products, phased roll-outs or value-added services to bridge the gap. Transparency not only preserves trust, but often deepens the client relationship.

Aligning to Shifts in Customer Priorities

Customers are increasingly prioritizing efficiency, cost reduction, sustainability and risk management. If your pitch does not reflect these priorities, you risk being out of step.

Reposition your offering to speak directly to the client's current business drivers. Tie your proposal to his strategic goals for the year ahead and show concrete examples of how you have helped other customers adapt successfully. The more your solution feels like a direct lever for achieving his priorities, the more compelling it becomes.

The Big Picture: Adaptability Wins

The sales landscape will continue to evolve, shaped by economic shifts, technology and buyer expectations. The

In challenging times, the advantage ... goes to the sales professional who understands the customer, adapts with agility and delivers value with confidence.

professionals who rise to the top are those who see change not as an obstacle, but as a catalyst for growth.

By mapping decision processes, leading with value, personalizing engagement, embracing technology, building resilience, managing delivery proactively and aligning to evolving priorities, you position yourself not just to survive in today's market — but to excel.

In challenging times, the advantage does not go to the largest company or the cheapest offer. It goes to the sales professional who understands the customer, adapts with agility and delivers value with confidence. That is the real playbook for success in today's economy. ■

Melissa D. Whitaker is a sales and management expert, business consultant, wellness coach, international keynote speaker and trainer. She is co-author of the bestselling books "Pushing to the Front" and "Beat the Curve" with Brian Tracy. Whitaker is the founder and CEO of MWI, where she helps executives and their teams achieve alignment and drive profitable sales. Before MWI, Whitaker had years of proven sales, management and leadership results with leading organizations — Impact Networking, Toshiba America Business Solutions and Chicago Office Technology Group. She can be reached at (847) 845-4922 or melissa@melissawhitakerintl.com. Visit www.melissawhitakerintl.com.



ADVERTISER INDEX

23 • BPO Media

www.workflowotg.com / www.theimagingchannel.com

21 • BTA Legal Services

(847) 922-0945 / www.bta.org/Legal

17 • BTA Service Academy

(800) 843-5059 / www.bta.org/ServiceAcademy

21 • Business Equipment Quota Index

(800) 843-5059 / www.bta.org/BEQI

5 • ConnectWise

www.connectwise.com

14 • DocuWare

<https://start.docuware.com>

31 • ENX Magazine

(818) 505-0022 / www.enxmag.com

13 • First Citizens Bank

<https://firstcitizens.com/vendor-financing>

7 • FP Mailing Solutions

www.fp-usa.com

2 • Hytec

(800) 833-1001 / www.hytecrepair.com

9 • Impression Solutions

www.impressionsolutions.com

17 • MyCloud Services

(877) 692-6194 / www.mycloudit.com

11 • Oracle NetSuite

www.netsuite.com

19 • PEAC Solutions

<https://peacsolutions.com>

19 • Polek & Polek

www.polek.com

31 • ProFinance 3.0

(800) 843-5059 / www.bta.org/ProFinance

13 • RISO

<https://us.riso.com>

20 • SalesChain

(203) 262-1611 / www.saleschain.com

32 • Sharp

<https://business.sharppusa.com>

3 • Toshiba

<https://business.toshiba.com/become-a-dealer>