

THE MAIN ELEMENTS IN THE PROCESS OF CHOOSING THE SELLING POINT

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Abstract: *In our days, is getting harder and harder to sell goods instead of a product, so the concern about the application of the distribution and selling strategies should be higher, also the strategies of choosing those indispensable characteristics of the selling places, in order to adapt the sellers offer to the buyers expectations, which are always changing. There are a few elements like color, music, and space which counts a lot from the costumer's perspective, in the process of choosing the store. These elements composing the atmosphere become much more complex than a simple problem of aesthetics.*

Key words: *position, the customer' behavior, music, agglomeration, colors.*

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