

CHAPTER 1

The Life, Times and Career of the Professional Salesperson

LECTURE OUTLINE

- I. WHAT IS SELLING?
 - A. Traditional definition of personal selling refers to the personal communication of information to persuade a prospective customer to buy something—a good, a service, an idea or something else—which satisfies that individual's needs.
 - B. Personal selling today: In early 2000's corporate corruption contributed to the negative image of all business professions.
 1. Insurance salespeople, advertising practitioners and used car salespeople are the lowest rated job categories in perceived honesty and ethical standards.
 2. What about you? Take Dr. Futrell's poll ([//futrell-www.tamu.edu](http://futrell-www.tamu.edu)):
 - a. What does the general public think about salespeople?
 - b. What do you think about salespeople?
 - c. After graduation, would you accept a sales job?
 - d. The main reasons for low marks may be greed and lack of trustworthiness.
- II. A NEW DEFINITION OF PERSONAL SELLING refers to the personal communication of information to *unselfishly* persuade a prospective customer to buy something—a good, a service, an idea or something else—which satisfies that individual's needs.
 - A. Think of your grandmother. Would you mistreat your grandmother in a sales transaction?
 - B. Salespeople should handle their customers with unselfish and ethical service.
- III. THE GOLDEN RULE OF PERSONAL SELLING refers to the sales philosophy of unselfishly treating others as you would like to be treated.
 - A. There are different views of the Golden Rule:

1. Negative form: “If you don’t like to get cheated in a purchase, don’t cheat others.”
2. Positive form: “If you like to receive the best price, then offer the best price to your customers.”
3. The Golden Rule is all about trying to keep somebody else warm even if it means that we get cold in the process.
4. Salesperson differences can be explained by the individual’s level of self-interest.

B. Everybody sells.

1. You develop communications techniques for getting your way in life.
2. Your ability to communicate effectively is a key to success in life.

IV. WHAT SALESPEOPLE ARE PAID TO DO

A. Salespeople need to sell something “today” to meet performance goals for:

1. Themselves.
2. Their employer.
3. Their customers.

V. WHY CHOOSE A SALES CAREER?

A. There are six major reasons for choosing a career in sales:

1. the opportunity to provide service to others.
2. the variety of jobs available.
3. freedom of being on your own.
4. the challenge of selling.
5. the opportunity for advancement.
6. the rewards from a sales career.

B. Providing service means helping others.

1. A sales career provides the opportunity for service and an emotional purpose in life gained from helping others.

- a. For many, service is the number one reason for choosing a sales career.
- b. Service refers to making a contribution the welfare of others.

C. Types of sales jobs:

- 1. Selling in retail - A retail salesperson sells goods or services to consumers for their personal, non-business use.
 - a. Three common types of retail sellers:
 - (1) in-store salespersons.
 - (2) direct sellers who sell face-to-face away from a fixed location.
 - (3) telephone salespersons.
 - 2. Selling for a wholesaler - Wholesalers buy products from manufacturers and other wholesalers and sell to other organizations.
 - a. A wholesaler salesperson sells products to parties for:
 - (1) Resale.
 - (2) Use in producing other goods or services.
 - (3) Operating an organization.
 - b. Firms engaged in wholesaling are called wholesaling middlemen. They vary greatly in:
 - (1) The products they sell.
 - (2) The markets to which they sell.
 - (3) Their methods of operation.
- 3. Types of manufacturer's sales representatives:
 - a. Account representatives - call on a large number of already established customers.
 - b. A detail salesperson - concentrates on performing promotional activities and introducing new products rather than directly soliciting orders.

- c. A sales engineer - sells products that call for technical know-how.
- d. An industrial products salesperson (non-technical) sells tangible products to industrial buyers.
- e. A service salesperson - sells intangible products such as financial services, advertising, or computer repair services.
- f. An order-getter - gets new and repeat business using creative sales strategy and a well-executed sales presentation.

(1) An order-getter has two selling challenges:

- (a) Must often create discontent with what the prospect already has before beginning to sell constructively.
- (b) Often has to overcome the most powerful and obstinate resistance.

- g. An order-taker - asks what the customer wants or waits for the customer to order.

- D. Freedom of Action - You're on your own with very little direct supervision.
- E. The Job Challenge is always there which means great responsibility.
- F. Opportunities for advancement are great.
 - 1. Some companies promote salespeople to managerial positions very quickly. For most companies the path to a sales management position begins with an entry level position.
 - a. A sales personnel career path.
 - (1) Junior or trainee level.
 - (a) Learn the attitudes and activities of the company's salespeople.
 - (b) Become familiar with customer's attitudes toward the company, its products, and its salespeople.
 - (c) Gain first-hand knowledge of products and their application.

- (d) Become seasoned in the world of business.
 - (2) Regular sales position.
 - (3) Senior sales positions or key account sales positions contact larger, more important customers.
 - 2. There are two career paths:
 - a. Permanent salespeople.
 - b. Management.
- G. Rewards - The sky's the limit!
- 1. Two types of rewards:
 - a. Non-financial (i.e. psychological income or intrinsic rewards).
 - (1) Feeling of self-worth and accomplishment.
 - (2) Realization that the job is important.
 - b. Financial:
 - (1) The opportunity to earn large salaries.
 - (2) Rewarded on basis of performance.
 - (3) Comparatively large beginning salaries.
 - (4) Overall, salaries for field sales personnel have been moving rapidly upward.
- H. You can move quickly into management.
- 1. District sales manager.
 - a. First managerial level.
 - b. Promotion usually occurs within the first three years.
 - 2. Compensation of sales managers.
 - a. A beginning sales job is the stepping stone to higher positions and higher salaries.
 - b. Both corporate and field sales managers receive higher salaries than others at the same organizational level.
- VI. IS A SALES CAREER RIGHT FOR YOU?
- A. Seven questions to ask yourself:
 - 1. What are my past accomplishments?

2. What are my future goals?
 3. Do I want to have the responsibility of a sales job?
 4. Do I mind travel? How much travel is acceptable?
 5. How much freedom do I want in the job?
 6. Do I have the personality characteristics for the job?
 7. Am I willing to transfer to another city? Another state?
- B. Once you have answered these questions, you should:
1. Determine the industries, types of products and services, and specific companies in which you have an interest.
 2. Talk to people presently or formerly involved in sales.
- C. A Sales Manager's view of the recruit.
1. What are the applicants judged on?
 - a. Appearance
 - b. Self-expression
 - c. Maturity
 - d. Personality
 - e. Experience
 - f. Enthusiasm
 - g. Interest in the job

VII. SUCCESS IN SELLING-WHAT DOES IT TAKE?

- A. Think of success spelled with four s's as in "ssuccess".
1. **S** - Success begins with love.
 - a. The successful salesperson is an individual who loves selling.
 - b. Of the eight, love is the number one characteristic of successful salespeople.
 2. **S** - Service to others - Salespeople love to help others fulfill their needs through selling their products.
 3. **U** - Use the Golden Rule of Selling.
 - a. Today's salesperson needs to treat others as he would like to be treated.

- b. People like to buy, not be sold.
- 4. **C** - Communication ability.
 - a. Good salespeople are good communicators. Great salespeople are great communicators.
 - b. Top salespeople speak the other person's language.
- 5. **C** - Characteristics for the Job - It helps if you possess the personal characteristics needed for a sales career.
- 6. **E** - Excels at strategic thinking.
 - a. High performing salespeople tend to be strategic problem solvers for their customers.
 - b. Match up products benefits with customer's needs.
- 7. **S** - Sales knowledge at the M.D. level.
 - a. Top salespeople have mastered the basic competencies of product knowledge and selling skills.
 - b. As goods and services become more complex, companies place more emphasis on the training of salespeople.
 - c. Knowledge is power, but enthusiasm pulls the switch.
- 8. **S** - Stamina for the challenge.
 - a. Today's salesperson needs to be physically, mentally and spiritually prepared to meet the daily challenges of a sales career.
 - b. The increased feeling of well-being gained from exercise transmits itself to the body and mind.
 - c. People's faith may direct everything they do on the job, ranging from how customers are treated to how ethical they act toward their employer.

VIII. Back to CHARACTERISTICS FOR THE JOB. A salesperson can choose to be like the traditional salesperson we all do not care for, or he or she can be like the salesperson who is truly people oriented.

- A. Caring, Joy and Harmony. Through caring comes the joy of helping others.

- B. Patience, Kindness and Morally Ethical.
 - 1. Let the customer decide when to buy instead of pressuring for a quick decision.
 - 2. By showing that customers come first, salespeople are more likely to gain the trust of the customer.
- C. Faithful, Fair, and Self-Controlled.
 - 1. The salesperson will spend the time necessary to help, not just to make the sale and never be heard from again.
 - 2. Self-control should be exhibited in closing a sale - Is consideration only given to the salesperson's needs and thus pressure placed on the customer to buy something not needed?
 - 3. Self-control involves discipline.
 - a. Often the biggest challenge to success is not out there in the sales territory, it's within us.
 - b. Discipline yourself to set priorities in your life - What comes first, your job or your family?

Do success characteristics describe you?

Only your self-imposed limitations can hold you back.

Move something from the impossible to the possible. Go beyond the limits!

IX. RELATIONSHIP SELLING.

- A. The salesperson of today is a pro.
 - 1. Relationship selling - the process of professionally providing information for helping customers make intelligent actions to achieve their short- and long-term objectives.
 - 2. Four main elements (**ABC's**) in the customer relationship process used by salespeople to build relationships are:
 - a. Analyze customer needs.
 - b. Present product **B**enefits.
 - c. Gain **C**ommitment for the purchase.

d. Provide excellent Service in order to maintain and grow the relationship.

B. Sales jobs are different from other jobs in several ways.

1. Since salespeople represent their company, opinions of a company and its products are often based on the salespeople.
2. The outside salesperson typically operates with little direct supervision and needs a high degree of motivation.
3. Salespeople probably need more tact, diplomacy, and social poise.
4. Salespeople are authorized to spend company funds on entertainment, transportation, and other business expenses.
5. Selling requires mental toughness and physical stamina.

X. WHAT DOES A PROFESSIONAL SALESPERSON DO?

A. A Territory Manager plans, organizes, and executes activities that increase the sales and profits in his territory (i.e. a group of customers assigned to him in a geographical area).

B. A territorial manager performs nine functions:

1. Creates new customers.
 - a. Locate people and/or organizations that have the potential to buy their products
 - b. Needs the ability to close the sale.
2. Sells more to current customers.
3. Builds long-term relationships with customers - Earning the opportunity to sell a present customer more product means the salesperson must have a professional relationship with people and organizations.
4. Provides solutions to customers' problems - Shows how these problems can be solved through the purchase of his company's products and services.
5. Provides service to customers such as:
 - a. Handling complaints.

- b. Returning damaged merchandise.
 - c. Providing samples.
 - d. Suggesting business opportunities.
 - e. Recommending promotional techniques.
 - f. Working at the customer's business.
 - g. In-store demonstrations.
 - h. Accompany distributor's salespeople on sales calls.
6. Helps customers resell products to their customers.
- a. Contacts both wholesale customers (distributors) and their retail customers.
 - b. Develops promotional programs for retail customers such as:
 - (1) Advertising materials.
 - (2) Store demonstrations.
 - (3) Setting up product displays.
7. Helps customers use products after purchase - Help the customer obtain full benefit from the product.
8. Builds goodwill with customers - Develops a personal, friendly, business relationship with anyone who may influence a buying decision.
9. Provides company with market information such as:
- a. Competitor's activities.
 - b. Customers' reactions to new products.
 - c. Complaints about products and policies.
 - d. Market opportunities.
 - e. His own job activities.

XI. REFLECT BACK - Review these nine functions to see what they mean and if you could do any or all of them. Carefully think about the second and third functions. To be successful, a salesperson must close sales and build relationships with the same person and/or organization in order to see more business. When combined

and properly implemented, these nine job activities produce increased sales for the organization and more rewards for the salesperson.

XII. THE FUTURE FOR SALESPEOPLE.

A. Learning selling skills.

1. Both an art and a science.
 - a. Requires practice.
 - b. Requires training.
2. Conceptual skills - ability to see selling process as a whole and relationships among its parts.
3. Human skills - ability to work with and through others.
4. Technical skills - understanding and being proficient at specific tasks.

B. Preparing for the 21st Century - Changes are occurring which will require salespeople to be knowledgeable in new areas such as:

1. International dealings.
2. Sales force's reflecting customer diversity.
3. Customer partnering to keep current customers.
4. Success based on customer satisfaction.
5. Increasing use of technology (e-selling).

XIII. THE PLAN OF YOUR TEXTBOOK.

A. This book will provide the student with the fundamentals of what Selling is all about.

B. Major topics include:

1. The role of the sales force in the firm's marketing efforts.
2. The social, ethical, and legal issues in selling.
3. Why people and organizations buy what they do.
4. Verbal and non-verbal communications.
5. The importance of knowing your own, and your competitor's products.
6. An in-depth discussion of the selling process.
7. Self, time, and sales territory management.

8. Important functions of sales management.

XIV. BUILDING RELATIONSHIPS THROUGH THE SALES PROCESS

A. The sales process refers to a logical, sequential series of actions that can greatly increase the chances of making a sale.

B. Ten steps in the selling process:

1. Prospecting
2. Preapproach
3. Approach
4. Presentation
5. Trial Close
6. Objections
7. Meet Objections
8. Trial Close
9. Close
10. Follow-up