

A text on salesmanship in becoming a professional salesman.

Nothing Happens Until Something Is Sold

**Buy The Complete Version of This Book at
Booklocker.com:**

<http://www.booklocker.com/p/books/1748.html?s=pdf>

Chapter 1

Nothing Happens Until Something Is Sold

After high school, a hitch in the Marines, going to college and receiving my Bachelor of Science degree in marketing and economics, I went to medical school but they kicked me out because they could read my writing. Then I was going to study at the seminary for the ministry, but I found out that you had to attend a lot of functions that served macaroni casseroles and I don't like macaroni casseroles. I tried truck driving but I don't like catsup, especially when you have to put it on all your food, as truck drivers do. I next tried being a policeman but I don't like to eat donuts and drink coffee all day. They kicked me out of waiter school because I would not ask the dining patron a question when his mouth was full of food. I looked for a profession where I could do a lot of good and I said to myself that professional selling was a career where I could make things happen.

(My apologies for the previous bad jokes, the professions I mentioned are very noble and I have a lot respect for these professionals and I couldn't resist in telling these "bad" jokes - and there are a lot of salesman jokes.)

A salesman is used, abused, accused, excused, enthused, reused, bruised, unused, fused, overused, underused, disabused, misused, infused, amused, confused, bemused, perused, defused, refused, transfused and even mused.

I am a salesman. I am not an engineer, lawyer, doctor, minister, mechanic, truck driver, school teacher, electrician, carpenter, candlestick maker or whatever but a salesman. It is proud

profession and I am proud to be called a salesman. I make things happen because nothing happens until something is sold. When a sale is made then the world starts to change.

The word salesman is without gender. It can be male or female, just because it ends in “man” does not make it masculine anymore than the words woman or human are masculine since they also end with “man”. So, the words salesman and / or salesmen are used referring to either gender.

When you say salesman, most people have a preconceived notion, picture, idea and concept of a salesman. They think of a loud, obnoxious and fast-talking person who is dressed in flashy clothing and using a verbiage that is almost unbelievable. This is the picture we get from some television and movie shows and who knows where. Not so, most of the truly professional salesmen are not brash and overpowering, but are hard working, sincere and respectful people who are conveying a message to the customer. Their message is about their product and how it will help the buyer in whatever needs the buyer has or wants or should have. Some times the customer is not aware of a new product that could be used to improve his situation or help in his progress or of his company.

Everybody has sold something in their life, a product or an idea. We started to sell when we were children, trying to convince our parents to do or give us what we wanted. Remember how you tried in so many ways with promises, pleading, bartering etc. - anything, just as long as we succeeded. You didn't give up, you kept on selling your idea, notion, thought or whatever was your goal. We were thinking of convincing our parents to grant us

Nothing Happens Until Something Is Sold

what we wanted. It was a basic selling job. We are selling whenever we try to convince another person or persons of accepting our proposition, idea or opinion.

I have over forty years of selling experience. I have sold encyclopedias, books and magazines door to door; household appliances and automobiles on a part time basis. I have also sold paper cups and paper plates, pet food products and national brand candy to wholesalers. I have sold commercial and industrial lighting and real estate. Some of these sales jobs occurred when I was in school and during summer vacations. My longest tenure in selling a specific product was in the replacement market of domestic, commercial and industrial appliance parts and supplies to distributors.

My first selling job was selling newspapers on September 1, 1939. We went down the street yelling, "Extra, Extra - Germany invades Poland, England and France declare war read all about it." I was using the basic selling techniques. My prospects were the people in their homes. My product knowledge was the news in the newspaper, I didn't need to know all the news, just the headline and let the customer read the news. The competition was the other boy selling the extra, but I went down streets where others didn't and even then, you could cover the same street because not everyone came to the door at first yell. Getting the prospects attention was yelling Extra, Extra. Giving product information and convincing them to buy was the part where I said, "Germany invades Poland, England and France declare war, read all about it." There was no need to handle any objections and closing the sale was receiving the 3 ¢ for the newspaper. This had all the basics of selling which I will cover as we go on.

I was always fascinated by sales and admired the professional salesmen. They had poise and control of the situation. As a youth I was shy and at times fearful in starting a conversation or approaching a person that I did not know. At times I am still apprehensive about initiating a conversation, but I feel it is a natural instinct that we don't want to intrude on another person's domain. And there are times when we should not bother people.

As we go further into learning this sales business, and if we get to know our product, select the correct prospects and understand our competition then we will not be the loud, obnoxious and fast-talking person, but truly a salesman that is professional and one that can help people and make things happen.

I was not always successful in the beginning of my sales career, but I learned a lot from each selling experience. I have had many unfortunate experiences that happened and I was to blame. As I got older and wiser I began to analyze all my experiences and I could see my faults and the good circumstances of my selling. I took selling and speech courses. Never once did I come across the magic formula that would transform me into the so-called super-salesman. I found that keeping notes and finding the answers to a vast amount of questions was my best "magic" formula. Writing the questions and the answers down on paper and having the questions and answers at my fingertips was a step in the direction of making a sale.

Now I talk about writing everything down. This can take some time but it isn't as long as writing reports for the sales managers. I don't like paperwork and never did and I still don't like it. The less paper work that you have gives you more time to sell. There is a lot of useless

Nothing Happens Until Something Is Sold

reports that only get filed away or it is a scheme for sales managers to probe and find faults in their salesmen and the report to their boss and tell them how good they are and are on top of their salesmen. I will discuss more about sales managers later.

Selling as defined by the dictionary is the giving up, delivering or exchange of property, goods, services, etc. for money or an equivalent.

Selling is thinking - constantly.

Selling is having a plan and working your plan.

Selling is being prepared.

A professional architect, lawyer, pilot, navigator (sea or air), builder and many other experienced vocations, all have a plan before they start their responsible duties.

The salesman's plan or blueprint is in preparation. The basic factors of good selling is knowing your product, knowing your customers and knowing your competitors; using these basic elements, then you can develop your sales strategy. These elements can be expanded upon but start with the three basics. There are many other situations that can arise, but they can be classified as secondary factors.

Every professional salesman knows that you can't sell everything to everybody. There are times when you can't make a sale, even when you have done all the correct preliminary

study and homework on the prospect, product and possible competition. Do not get depressed or discouraged. Examine what went wrong. Why didn't you make the sale? Here is the time that you are going to teach yourself. Again I encourage you to put this down on paper and see where you failed, maybe you were wrong and maybe there was not a thing you could say or do to make the sale. Quiz and test yourself and learn. Try to find where you could have succeeded and how to avoid these situations. Don't feel depressed and low but lift your head, smile and tell yourself that you are a good salesman. Have a cheerful attitude and change the negative into the positive.

The salesman is the business. Business is good when the salesman produces sales. Productive selling is not unplanned. A knowledgeable salesman is an effective tool in making thing happen. When sales increase, the production goes up, buying materials for production increases (and a need for another salesman to sell to the buyers). Employment increases, consumer buying increases and the economy rises all because a salesman sold something.

There are order-takers and there are order achievers. Study and know your craft, learn all the elements of creative and constructive selling and apply this knowledge. It is the order-achievers that make thing happen and improve our economy.

Some sales courses have the ten rules or some other number of rules for the various parts of making a sales presentation. I have only one major rule. **Write it down on paper.** Analyze everything about the sale, put it down on paper, and question yourself. Write the answers down, study all the possibilities of each phase and prepare yourself. There are some clever acronyms, ten rules etc. I suggest the one rule which is **Write it down on paper.**

Elements of selling:

1. Product knowledge
2. Prospects or potential customers
3. Competition

Secondary Factors

- ◆ A. Preparing your appearance
- ◆ B. Approaching your prospective customer
- ◆ C. Giving product information
- ◆ D. Convincing the prospect that he needs your product
- ◆ E. Handling objections
- ◆ F. Closing the sale

A text on salesmanship in becoming a professional salesman.

Nothing Happens Until Something Is Sold

**Buy The Complete Version of This Book at
Booklocker.com:**

<http://www.booklocker.com/p/books/1748.html?s=pdf>