

Selling Is a Great Profession

Selling is a great profession, and we are all salespersons to some extent while conducting our daily affairs. When a child is born, he feels hungry and cries. His mother feeds him, and he learns that his need for food will be met as soon as he cries. The baby is an intuitive salesperson from day one. A need or desire for a product or service creates an impetus to sell. In our lives we have the basic needs of food, clothing, furniture, appliances, and housing. Salespersons facilitate our purchases in the grocery stores, shopping malls and real estate offices. When we want to buy cars and trucks, we are often greeted by a friendly salesperson that actively negotiates to sell automobiles. The pharmacist sells medications and provides information for dosing and side effects. The physicians sell services to patients, i.e., screening and laboratory tests, and suggest diagnosis and treatment. Pharmaceutical representatives sell to physicians, pharmacists, and nurse's efficacy, dosing, and side effects of their products.

Lawyers sell their legal services to their clients. Salespersons sell insurance for our homes, automobiles, and life. Stockbrokers sell and manage our financial portfolios, and investment bankers sell companies and businesses. Salespersons sell software, televisions, videos, computers, iPods, cameras, and tape recorders. Salespersons sell airline tickets, tour packages, cruises, and sporting and entertainment tickets.

Salespersons sell luxury items like jewelry, gold, diamonds, and furs that we buy to celebrate our birthdays, weddings, and anniversaries. Therefore, salespersons facilitate, provide services and information so that we can buy the important products of need in our lives. Salespeople play an important role in our society. The salespersons are professionals like physicians, nurses, pharmacists, lawyers, engineers, professors, and politicians. The president of the United States has to market and sell his policies and programs to the public and congress all the time. Politicians have to use an aggressive and strategic selling to convey their messages and get

votes from the public. It looks like everybody is selling something to someone in subtle and not so subtle way.