

David Jackson

THE RISE AND RISE OF THE SALESPERSON...

It would appear that today, many companies are employing less salespeople but is this really the case?

Salesperson! There, I've said it. The "S" word. It seems that these days nobody employs salespeople any more. Oh, sure, they have lots of 'account executives', 'territory manager', 'product consultants', etc., but salespeople-no way!

But, call them what you will, the salesperson today, is more than ever, any company's most important resource. When it comes to competing in the marketplace, when it comes to profit or loss, to growth or stagnation, the key to success lies in the hands of the salespeople!

And, that's not just my opinion.

More salespeople than ever

Recently, a major research organization polled around 400 top executives from the nation's leading corporations, to learn their views about the role of sales and salespeople in their organizations. It showed 74 per cent of businesses are employing more salespeople today than they were in the past. And, the demand is so great, there just aren't enough good salespeople to go around.

One of those 400 executives said: "Business profits do not come from making things but from selling the things that businesses make. Good salespeople are a company's most valuable contact with the customer. Nothing can ever replace the personal touch of a good salesperson".

The chances are good that executive was once a salesperson himself, because history shows that many of our country's highest executives and successful business people climbed up there on the ladder of sales.

So, what makes a successful salesperson? Fact is, the basic

attributes haven't changed since Eve first sold that apple to Adam. Here's a short list:

A sense of humour to occasionally laugh at yourself.

Perseverance to carry you through when times are tough.

Resilience to bounce back if you fail, when you fail) and you will sometimes).

"The trail to the top is rugged and arduous, that's why there are so few there".

Self-confidence to profit from your mistakes and also ask for assistance.

Empathy to become a master listener.

Enthusiasm to grow in knowledge and experience so you will be a good communicator.

Initiative to be a good self-starter and;

A healthy self-image.

Self-image

This last point is the most important of all. Far too many salespeople fail (or at least fail to achieve their full potential), because they have a negative or low self-image. In many cases, in fact, they're actually ashamed of being salespeople. If you doubt that, why do we use so many euphemisms to describe the selling profession?

Now, if you're beginning to squirm a little inside...relax. We're not trying to intimidate you. The last two or three decades in the world have been the 'Age of the Superlative'. Inflated titles and pretentious jargon have been allowed to run rife. So, if you've been inflating the image or disguising the true role of your sales people, don't worry. You are just a product of your time, like the rest of us.

However, if your salespeople have a negative self-image, you must make it your immediate priority and goal to change that attitude.

A respected profession

Look at selling as an art form and a respected profession. To do this, you need to understand the forces which have developed this negative attitude, not only in you and your sales staff but also in the general public about selling and salespeople.

A good self-image is achieved through developing the right attitude and habits. Bad habits and attitudes can be changed. And it only takes 21 days to develop the right ones. Good habits and attitudes can be formed by;

- *Recognising what we need to change about ourselves*
- *Determining what it is we want to be or to achieve*
- *Reinforcing that determination to change, through daily repetition and visualisation of the image of what we want to become*
- *Measuring our daily redevelopment*
- *Evaluating our progress*

Professional excellence is the Everest of the art of sales. That's our goal. Self-improvement is the trail to the top. It's rugged, demanding, and arduous, that's why there are so few there.

The successful salesperson must convince themselves that they can truly be of service to every prospect-every day-every time-without fail-no exceptions!

Are you up to the challenge?

David Jackson CSP is known as the "Sales Doctor". He has produced more than 20 Human Empowerment videos and two books. As a professional speaker, David inspires his audiences to become the best that they can be! He is a true Sales Master.

David Jackson CSP – Speaker/Trainer/Author
Ph: (02) 9700 9333 or 1300 008 880 Email: davidj@thesalesmasters.com Web: www.thesalesmasters.com
Level 3, 30-40 Harcourt Parade, Rosebery NSW 2018



don't blame them... TRAIN THEM!

PROFILE

DAVID JACKSON CSP



Since forming the **Australian Salesmasters Training Company** in 1985, David has spoken professionally in eight countries of the world.

David is a motivated, enthusiastic believer in people and their natural ability to improve and enjoy more of what they now do. He has a passion for what he calls “Level 10” living.

He has shared his optimistic message with over 250,000 people at all levels and in over 20 different industries.

His message is simple – **“You are what you wish to become”**. Your people will be enriched by his words and his success game plans.

He is also committed to his profession. He is a Certified Speaking Professional with the National Speakers Association of Australia. He has produced and written over 9 Best Selling DVD Programs plus numerous ebooks.

Having been involved in sales and marketing for the past 30 years, David delivers a grass root credible message gained from personal experience.

David is sincere, humorous and energetic. He succeeds in getting audience participation in his workshop experiences and enjoying in the process, putting fun back into work. He will enhance your organisation’s prime resource – your people!

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