ABC’s of Selling
10th Edition

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Chapter 1

The Life, Times, and Career of the Professional Salesperson
Main Topics

- Personal Selling Today
- A New Definition of Personal Selling
- The Golden Rule of Personal Selling
- Everybody Sells!
- What Salespeople Are Paid to Do
- Why Choose a Sales Career?
- Is a Sales Career Right for You?
- Success in Selling—What Does It Take?
Main Topics, cont...

- C–Characteristics for the Job Examined
- Do Success Characteristics Describe You?
- Sales Jobs Are Different
- What Does a Professional Salesperson Do?
- The Future for Salespeople
- The Plan of This Textbook
- Building Relationships through the Sales Process
How Do You View Salespeople?

- Some people have a negative view of salespeople.

- What is your view of salespeople?

- How many of you have a viewpoint that is
  - Positive?
  - Negative?
  - No opinion?

- How many of you are interested in a sales career?
What is Selling?

Selling is just one of many ___________ components.

___________ selling includes:

- Personal communication of information
- Persuasion
- Helping others
  - Goods
  - Services
  - Ideas
A New Definition of Personal Selling

Personal Selling

- Refers to the ________ communications of information
- To __________ persuade someone
- To buy something – a good, service, idea, or something else – that satisfies that individual’s needs
Think of Your Grandmother

- Would you treat her in a selfish manner?
- Would you sell her something just to make a sale?
The Golden Rule of Personal Selling

- Refers to the sales philosophy of unselfishly treating _______ as _____ would like to be treated.
- ____________ is not expected.
- Example - children whose cat had recently delivered a litter of kittens:
  - Girl - “They love each other so much that they’re trying to keep each other warm.”
  - Mother - “Actually they’re trying to keep themselves warm.”
The Golden Rule of Personal Selling

- The Golden Rule is all about trying to keep somebody else warm, even if it means that we get cold in the process.
Salesperson Differences

- Traditional Salesperson
  Guided by self-interests

- Professional Salesperson
  Takes care of customers

- Golden Rule Salesperson
  Others’ interests most important
## Exhibit 1.3

<table>
<thead>
<tr>
<th>Traditional Salespeople</th>
<th>Professional Salespeople</th>
<th>Golden Rule Salespeople</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do what they think they can get away with.</td>
<td>Do what they are legally required to do.</td>
<td>Do the right thing.</td>
</tr>
<tr>
<td>Guided by self-interests.</td>
<td>Take care of customers.</td>
<td>Finds others’ interests most important.</td>
</tr>
<tr>
<td>Attribute results to personal efforts.</td>
<td>Attribute results to personal efforts, employer, customers, economy.</td>
<td>Attribute results to others.</td>
</tr>
<tr>
<td>Seek recognition for efforts; sharing not important. Pride and ego driven.</td>
<td>Enjoy recognition; may share if it suits their purpose. Pride and ego driven.</td>
<td>Feel that an individual’s performance is due to others; thus not motivated by pride and ego.</td>
</tr>
<tr>
<td>Money is life’s main motivator.</td>
<td>Money is important, but not to the customer’s detriment.</td>
<td>Service is most important; money is to be shared.</td>
</tr>
</tbody>
</table>
Exhibit 1.3: Self & Customer Service Progress

Traditional Salespeople  Professional Salespeople  Golden Rule Salespeople

1 2 3
Everybody Sells!

- Each of us develops communication techniques for trying to get our way in life.
- You are involved in selling when you want someone to do something.
- You use persuasion skills to persuade someone to act.
What Salespeople are Paid to Do

- Salespeople are paid to sell – that is their job
- Performance goals are set for:
  - Themselves – In order to serve others and earn a living and keep their job
  - Their employers – So the companies will survive
  - Their customers – To fulfill needs and help organizations grow
How Do You Sell Someone and Remain Friends?

- Salespeople need to close sales and at the same time maintain a great relationship with their customers.
- What does this require?
- This is what you will learn in this course.
Exhibit 1.4: Major Reasons For Choosing A Sales Career

<table>
<thead>
<tr>
<th>Service to others</th>
<th>Variety of sales jobs</th>
<th>Freedom</th>
<th>Challenge</th>
<th>Advancement</th>
<th>Rewards</th>
</tr>
</thead>
</table>

![Diagram showing a person at a crossroads with multiple paths, representing the choices in sales careers.]
When asked what she will look for in a career after graduating from college, a student of your author’s, Jackie Pastrano, said “I’d like to do something that helps other people.”

Service refers to making a contribution to the welfare of others.

Would you like to help others?
What are Examples of How Selling Can Help Others?

- What could a person be sold that would help the individual/family?
  - Car, gas, repairs
  - House
  - Insurance
  - Food
  - Medicine
What are Examples of How Selling Can Help Others?

What could a business be sold that would help it produce and market goods and services?

- Land to build a business
- Building materials/construction of business
- Furniture, equipment, supplies
- Raw materials used in manufacturing
Types of Sales Jobs

- Retail
- Direct
- Wholesaler
- Manufacturer
Types of Sales Jobs

- **Retail Selling**
  - A retail salesperson sells goods or services to consumers for their personal, non-business use

- **Direct Selling**
  - Face to face sales to consumers, typically in their homes, who use the products for their non-business personal use
Types of Sales Jobs, cont...

- Selling for a Wholesaler
  - For resale
  - For use in producing other goods
  - For use within an organization

- Selling for a Manufacturer
  - Working for the firm who manufacturers the product
  - Usually one of the most prestigious jobs to hold
The complexity and difficulty of these seven sales job categories increase as they move left to right.
Exhibit 1.7: A Sales Personnel Career Path

- President
- Vice president of marketing
- National sales manager
- Divisional sales manager
- Regional sales manager
- District sales manager
- Key account salesperson
- Salesperson
- Sales trainee
Rewards

- Non-financial
  - Intrinsic reward of knowing you’ve skillfully delivered a sales presentation
  - Quick path to managing large amounts of responsibility
  - Quick path to managing others

- Financial
  - Higher average salary than that of other workers at the same level within the organization
  - Based upon performance, not tenure
Is a Sales Career Right for You?

- What are your past accomplishments?
- What are your goals?
- Do you want to have the responsibilities of a sales job?
- Do you mind travel? How much travel is acceptable?
- How much freedom do you want in a job?
- Do you have the personality characteristics to succeed?
- Are you willing to transfer to another city? Another state?
Exhibit 1.8: Success in Selling—What Does it Take?
Love of Selling Is At Heart of Helping Others
(Success)
Exhibit 1.9: Harry Potter and You Have Something in Common

- You both have the freedom to choose the type of person you want to be and thus how you will treat others.
Personal Characteristics Needed to Sell for Building Long-term Relationships

- Harmony in relationship
- Morally ethical
- Faithful to your ____
- ____-control in emotions
- ____ in the sale
- ____ in work
- Caring for customer
- Closing the sale to people

Salesperson
Exhibit 1.10: Personal Characteristics Needed to Sell for Building Long-term Relationships

- Caring for customer
- Joy in work
- Harmony in relationship
- Patience in closing the sale
- Morally ethical
- Kind to people
- Faithful to word
- Fairness in the sale
- Self-control in emotions
Putting the Customer First Requires Salespeople to Have Personal Characteristics That Allow Them To:

- Care for the customer
- Take joy in their work
- Find harmony in the sales relationship
- Have patience in closing the sale
- Be kind to all people
- Have high moral ethics
- Be faithful to their word
- Be fair in the sale
- Be self-controlled in emotions
How Would You Answer These Questions?

- Do these success characteristics describe you?
- Do you have all, or part, of them?
- Can you develop the missing ones?
Once Again, Are You:

- Caring?
- Joyful?
- Able to get along with others?
- Patient?
- Kind?
- Ethical?
- Honest?
- Fair?
- Self-controlled?
The following puzzle illustrates how you can be held back from breaking through. The challenge is to connect all nine dots with four straight lines, without lifting your pencil from the paper. Try it!
Go Beyond the Limits!

1. Start Here

To reach your goals

2.

3.

4.
We Often Do Not Reach Our Potential Because:

- We set our limits.
- It is hard to breakaway from our old self.
Relationship Selling

- Non-adversarial
- Non-manipulative
- Consultative
- Partnering
- Problem-solving
- Goal: long-term relationship
Exhibit 1.11: The Customer is at the Center of the Sales System: ABC’s

- Service
- Gain commitment
- Analyze needs
- Present product benefits
What Are The ABC’S? Analyze, Benefits, Commitment, Service

CUSTOMER

Analyze needs
Present product Benefits
Gain Commitment
Service
What Are The ABC’S? Analyze, Benefits, Commitment, Service

CUSTOMER

Analyze needs

Present product Benefits

Gain Commitment

Service
What Are The ABC’S? Analyze, Benefits, Commitment, Service
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Gain Commitment
What Are The ABC’S? Analyze, Benefits, Commitment, Service

Analyze needs

Service

CUSTOMER

Present product Benefits

Gain Commitment
Sales Jobs Are Different

- Salespeople:
  - Represent their companies to the world
  - Work with little or no supervision
  - Require more people skills
  - Are often allowed to spend company funds
  - May require travel and being away from home
Exhibit 1.13: What Does a Professional Salesperson Do?

- Creates new customers.
- Sells more to present customers.
- Builds long-term relationships with customers.
- Provides solutions to customers’ problems.
- Provides service to customers.
- Helps customers resell products to their customers.
- Helps customers use products after purchase.
- Builds goodwill with customers.
- Provides company with market information.
The Future of Salespeople: Skills Required

- Learning conceptual skills
  - Example: planning

- Learning human skills
  - Example: working with customers

- Learning technical skills
  - Example: selling skills
Selling is Both an Art and a Science

- Selling takes practice, just like golf or tennis.

- Selling is also a science because a growing body of knowledge and objective facts describe selling.
Preparing for the 21st Century

- International and global selling
  - Cultural fluency
  - Language fluency
- Diversity of salespeople and customers
- Customer partnerships
- Ethical and professional behavior
- E-selling
Patricia Aburdene’s *Megatrends 2010: The Rise of Conscious Capitalism* details new forces that will shape salespeople’s jobs.

“Spirituality is today’s greatest megatrend” (Aburdene, 2005).

Recognizing workers’ personal needs, organizations are slowly reinventing free enterprise to honor stakeholders and shareholders.

They are applying the Golden Rule to the workplace to provide employees meaningful work that relates to their personal needs.
The Plan of the Textbook

- The social, ethical, and legal issues in selling
- Why people and organizations buy what they do
- Verbal and nonverbal communications
- The importance of knowing your products and your competition’s products
- An in-depth discussion of the selling process
- Self, time, and sales territory management
- Important functions of sales management
The sales process is a sequential series of actions:

1. Prospecting
2. Preapproach - planning
3. Approach
4. Presentation
5. Trial close
6. Determine objections
7. Meet objections
8. Trial close
9. Close
10. Follow-up and service

Building Relationships through the Sales Process
Exhibit 1-17: Ten Important Steps in the Customer Relationship Selling Process

1. **Prospecting.** Locating and qualifying prospects.

2. **Preapproach.** Obtaining interview. Planning: determining sales call objective, developing customer profile, customer benefit program, and sales presentation strategies.

3. **Approach.** Meeting prospect and beginning customized sales presentation.

4. **Presentation.** Further uncovering needs; relating product benefits to needs using demonstration, dramatization, visuals, and proof statements.

5. **Trial close.** Asking prospects’ opinions during and after presentation.


7. **Meet objections.** Satisfactorily answering objections.

8. **Trial close.** Asking prospect’s opinion after overcoming each objection and immediately before the close.

9. **Close.** Bringing prospect to the logical conclusion to buy.

10. **Follow-up and service.** Serving customer after the sale.
Part I: Chapters 1-2
Part II: Chapters 3-5
Part III: Chapters 6-13
Part IV: Chapter 14
Summary

- Personal selling is an old and honorable profession.
- Millions of people have chosen sales careers because of:
  - Job availability
  - Personal freedom
  - The challenge
  - Opportunities for success
  - Non-financial rewards
  - Financial rewards
Success comes from:
- Training
- Applying knowledge
- Developing skills
- Working hard
- Wanting to succeed
- Maintaining a positive outlook
- Effective time management
- All to take care of the customer
Appendix: The Golden Rule of Personal Selling as Told By a Salesperson

- The Golden Rule of Personal Selling
  - Unselfishly treating others as you would like to be treated without expecting something in return.

- Others Include Competitors
  - The Golden Rule of Selling especially applies to your relationship with competitors.

- Sales is your “Calling” to Serve
  - Do not think of your occupation as work.
  - Only through service can you find fulfillment in your job and life.
The Golden Rule of Personal Selling

- To Serve, You Need Knowledge
  - Being knowledgeable on products and selling skills allows you to provide a high level of customer service.

- Customers Notice Integrity
  - Your customer’s should be able to trust that you are looking out for their best interest.

- Personal Gain is Not Your Goal
  - Do not be concerned about sales goals – just your customer’s.

- Others Come First
The Golden Rule Is Not:

- Corruptible
- Self-Serving
- Comprehensive
- Easy to Follow
The Great Harvest Law of Sales

- How you treat others will often determine how you will be treated.
- The Golden Rule Paradox
  - You actually receive more than you give by following the Golden Rule.

One kernel of corn produces hundreds of kernels. You the salesperson, like the farmer, must wait to see the fruits of your labor.
The Common Denominator of Sales Success

- Denominator- a common trait
- The common denominator of a successful salesperson is unselfishly and sacrificially “caring” for prospects, customers, and others.
The Fruits of the Selling Spirit

The effects of applying the Golden Rule to work and life is the 9 fruits of the selling spirit:

- Love
- Joy
- Peace
- Patience
- Kindness
- Goodness
- Faithfulness
- Gentleness
- Self-control