

He's a Typical Salesman

Professional sales people forego short-term gain for long-term relationships

by Zig Ziglar

620 words | 3 pages



"He's a typical salesman"... I'm certain you've heard that phrase used many times. Almost without exception it refers to an outgoing, personable, gregarious individual who is a veritable chatterbox. In reality, that stereotype no longer fits the sales profession, if it ever did. Actually, there is no such thing as a "typical sales person." Sixteen-year-olds can be exceptionally good at selling and 80+year-olds can be sharp and effective. They come in all sizes, shapes, colors, and they can be either male or female.

In today's highly-competitive marketplace, however, the public's image of the typical sales person and the reality of the effective sales person of the 21st century are light years apart.

Effective sales people of today understand that they are there to serve and listen, not to "talk anybody into anything." The professional of today is neatly and appropriately dressed. If their client works in an industry where the dress is casual, they try to meet them on their own terms. If the client works in an industry where the dress is business attire, they are neatly and conservatively dressed as well. They do not try to "sell" their

prospect products; they try to find and meet their needs or solve their problems by offering the right goods, products and services.

Professional sales people forego short-term gain for long-term relationships.

They know that if they're going to survive in today's highly-competitive market, they must always look after the best interests of their prospect. When they render real service, the prospect is far more likely to provide additional leads and contacts which enables the sales professional to continue to expand their business.

Selling is a transference of feeling. If the professional sales person can make the prospect feel about their product the way they do, the prospect is likely to buy.

The best way to transfer that feeling to the prospect is to be the right kind of person, selling a product which has real value. Think about it, and I'll SEE YOU AT THE TOP!



Zig Ziglar is known as America's Motivator. He is best known for his inspirational messages of hope through his 28 books and numerous audio and video recordings. To be inspired visit his website at <http://www.ziglar.com>

Based on the principles of founder, Zig Ziglar, the Ziglar Way conveys powerful life improvement messages that transcend barriers of age, culture and

occupation. Delivered through personal development training and corporate training programs, the Ziglar Way has impacted more than a quarter of a billion lives.

The Ziglar Way—a philosophy is born

The personal and professional development strategies you discover through Ziglar are all built on or related to a basic philosophy. A philosophy developed by Zig Ziglar more than 50 years ago.

A World War II veteran who grew up poor in Yazoo City, Mississippi, Zig worked in a succession of sales companies early in life. As his sales skills grew so did his interest in motivational speaking. During speeches, his messages of hope, encouragement and faith showcased his way of life—forming the Ziglar Way.

How the Ziglar Way makes a difference

Taking action, common sense, fairness, commitment and integrity form the basis for this way of life. And when you live by this philosophy you'll live a balanced life while achieving significance at both work and home.

All Ziglar programs focus on these key items - old and new. That's why Ziglar programs from the past continually change lives while newly developed personal and corporate training programs at Ziglar remain consistent with this basic philosophy.