

What is the difference between a smart and a mediocre seller

[Business](#)



Efficient processing of the sales and purchase of items is vital for good customer relationship and business growth. ' Sales order captures demands for the firms' product and services' (Scott, 2004). The personal selling principle should incorporate three basic prescriptions: good communication; understanding of consumer preference; and ability to perceive the emotional response of the customer.

These philosophies are highly relevant to the desired sales result. Effective communication is at the heart of all types of interaction. It facilitates a better understanding of cross-cultural values and promotes mutual respect. Good salesmen are able to ' engage in behaviors that increase long-term customer satisfaction and avoid behaviors leading to customer dissatisfaction' (Dunlap, Dotson, and Chambers 1988, p. 178). Indeed, effective communication and understanding of consumer behavior help to customize the products to suit their needs.

' Fundamental selling behaviors provide a mechanism through which salespeople can influence customers by satisfying customer needs (e. g., Spiro and Perreault 1979). A clever salesman is also flexible in his approach and changes his script according to the perceived responses of the prospects. The better he is, in understanding the delicate nuances of his prospects, the better are his chances of clinching the sales deal.