

Salespeople then and now essay sample

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In the past, although selling was already considered a gainful profession, not everybody held it in high regard. As a matter of fact, there were many who habitually shunned salespeople because they were reputed to ambush or maneuver prospective customers into buying their products even though there was no absolute need for such products. Remember the tale about a salesman trying to convince an Eskimo to buy a refrigerator? This only illustrates how salespeople were viewed by others before: glib, manipulative individuals whose primary consideration was their pocketbooks. In other words, they were not concerned whether their products would be of any help to people as long as they convince them to part with their money. For the salespeople of the past, therefore, selling was just that: selling for the sake of selling to earn their keep. The welfare of their customers does not enter the equation. All they were interested in was to close a one-shot deal. People were well aware of this so they tried their best to avoid them (Chitwood).

Today, salespeople have assumed a new role and with it, a whole new reputation. They are no longer manipulating their customers just to sell their products even though their products do not meet the needs of their customers. Modern salespeople are now following a golden rule that “ If the customer doesn’t benefit from the sale, the sale shouldn’t occur” (Chitwood). This ethical principle has not only earned for them the trust of their customers but also established a closer customer-salespeople relationship. They now treat their customers as partners, even acting as some kind of business consultants who are actively involved in their customers’ affairs. This is because their goal is no longer the closing of one-shot deals but the generation of repeat orders. Customers are reciprocating their actions.

People are now placing their trust on salespeople and often approach them voluntarily for their requirements because they know that they can expect prompt, sincere, and professional service. In other words, they no longer shun them for fear of being ambushed and manipulated to purchase products which they do not need or want (Chitwood).

Work Cited

Chitwood, Roy E. " Futuresell: A Selling Guide for the 21st Century Salesperson."

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