

Marketing: why am i a good salesman

[Business](#), [Marketing](#)



Abdulla BaKhamis MKT 205 MON Sep 10th Marketing: Why am I a Good Salesman? The profession of selling is about being able to identify the potential consumer population of the product or service that is to be sold, as well as their needs and desires so that innovative products and services can be developed and their features can be customized according to the preferences of the consumers. Development of the right product or service is only part of the game. What plays a fundamental role in the sale of a product or service is the way it is marketed and advertised. The product or service may be there but it would not be sold unless people know it is available and/or accessible. To introduce the consumers to the produce or service, companies invest in different kinds of marketing strategies. Marketing strategies adopted to sell in the contemporary age include but are not limited to selecting cheaper but effective mediums of advertisement like online advertisement that costs the advertisers very less but the ad gains the attention of consumers all over the world, releasing the product or service at some special occasion like the release of a movie at the New Year Eve or Christmas because people have ample time for this kind of enjoyment at such times. The profession of selling is about monitoring the dynamics of the market, and being constantly aware so as to know when and how to introduce what type of product to the people so that it has maximum appeal to the consumers in terms of design, features, and usability and so that it can attract the attention of as many consumers as possible.

There are certain characteristics in me that make me a perfect candidate for becoming an entry-level sales profession. For example, I am eloquent and have a powerful expression. I can introduce the customers to the products in

such a convincing and appealing manner that they feel like buying it. This quality partly comes from my quest for knowledge and constant urge to learn more. “ A salesman must have up-to-date information in regard to quality, nature, description, prices and importance of the dealing products” (Amjad, 2010). I have very good creative abilities. I can not only help the management identify new and innovative ways of reaching the potential consumers of our products, but I may also be able to give my advice in the design of the product. I carry myself very professionally. I believe that one’s body language and the way one dresses up has just as strong an impact on others as one’s speech. ‘ Nobody likes the company of a salesman who has uncombed hair, unshaven face, unbrushed teeth, dirty hands or un-cleaned nails. An appealing appearance gives confidence and brings success” (Khanna, 2012). I know multiple languages, including Arabic, English, and a bit of French as well. Competence in more than one language enables me to communicate with a diverse population of customers so that I can convey the message of our brand to more and more customers.

References:

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