

# Essay on death of a salesman

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



## **Summary**

The article “ Death of a Salesman” was co-authored by Caywood Clarke and Gene R. Laczniak in 1986. Trade press has mainly been focused to high selling pressure and switch promotions that encourage sales. However, empirical efforts have been minimal. It has even been difficult for researchers to define various selling practices that may be termed as unethical. Ethical issues have been renowned as the main causes of conflicts among salespeople.

This article aims at understanding as well as evaluating various prepositions about ethical aspects for personal selling which deserves further reflection and investigation for proper understanding. There are numerous prepositions that are given about personal selling ethics. This follows the exclusive history of personal ethics that have been set. The art defined in the paper, signifies reality of sales people based on various critical concerns. However, salesmen have not had their fate politically and economically determined. A sales executive club has been created to rectify the distorted salesman image and try and come up with outstanding representation of sales people.

## **Analysis**

Salespeople are extremely significant in determination of the success of a business. Focusing on high selling pressure as well as switch promotions would encourage extensive sales. “ Salesmen are major icons in a business”(Caywood and Gene, 1986). Empirical efforts are crucial and it is surely hectic to define critical selling practices. Selling is an extremely sensitive element and requires exclusive concern that may be used to define

the relationship between people.

Following the exclusivity of the subject, research on selling should remain critical in defining excellent understanding. It is true that behaviors can only be determined through research. It is usually wise to understand that people will at some point forget how to fake their identity. The behavior of individuals can be used to define what they consume and why they prefer it. “ Consumer behaviors are measured on their levels of consumption”(Caywood and Gene, 1986). It is true that sales are politically as well as economically determined.

### **Work Cited**

Caywood, Clarke L., and Gene R. Laczniak. " Ethics and Personal Selling:" Death of a Salesman" as an Ethical Primer." THE JOURNAL OF PERSONAL SELLING AND SALES MANAGEMENT (1986): 81-88.