

# Selling

Business



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Selling what I called it the personality grooming profession is the ladder of success for those who feel affection for that and having inbuilt sales talent. Here after I am going to discuss some of the main personality talents of a sale person - in other words ethics of a business man. I would also like to mention here that all the selling talents are interlinked with each other.

One of the most important aspects of selling process is the trust level of sale person for his buyer that is how much a salesman is transparent and fair in his communication with his customers. Of course trust level is the thing which enhances the every relationship bonding but when we talk about selling it values a lot - as selling relationship are business type in nature sort of. The best salesperson never compromise on its reputation or trust and always tried its best to deliver at time. And this trust of a salesman highly depends on the customer and salesman relationship - that is understand the customer need, his level of satisfaction and having honest dealing with him. The simplest example I want to give here for my above statement is the relationship between the doctor and a sales person of a pharmaceutical corporation. Doctor never having its personal affiliation with the company whose medicine he usually does prescribe actually it is his relationship with the representative of that company who push him to recommend its medicine - in point of fact the key of selling moves around personal business relationship. The best salesman always follows the strategy which is do business with persons not with companies.

A part from all above, customer entertainment which a salesman providing him also groomed that relationship - that is having outdoor eating and other recreational activities you know giving your customer casual environment.

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Selling is a sort of profession which very much focused relationship ethics and you now tough times which we say ups and downs are the part of every relation. If both ends have a healthy relation then these tough tome (like any delay in scheduled delivery of stock etc) can be easily tackled. Networking, another very potential term in career of salesman. How I tell you this. Basically it increases your social relations. It also happens that buyer recommend you to others thus give a boost to salesman business. But it is better to network always rather if you want some type of business dealing. The approach to do networking always expands and strengthens the relationship in improved means.

Moreover, flexibility and patience are the two key things which must be the part of a successful salesman - business man who can do adaptive selling.

Most of the time, a good salesman does mold himself (conversation style and presentation) according to the situation and the behavior of his customer.

And Last but not least the chief factor in your selling relationship is honesty. I am a hundred percent firm believer of it that If you do your business with honesty then I guarantee that you will be successful in your profession.

Now talking about the steps involved in a successful selling process. The most important for a salesman is to first identify the target customers - that is either there is need of his selling items otherwise he can't get the desired achievement. A professional salesman always take his selling process as a project and before have a meeting with his customer he go through complete homework - that is take relevant information about his customer, research his project so having solid grip on it. I want to mention it here that the first meeting especially in business is very crucial because you left your first impression to your client in these introductory minutes. Expert salesmen

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limit the discussion about his introduction and small talks before going to the point. Also, salesman overall presentation is very important that is how you are presenting relevant product to your client. Most of the time after product briefing client raises objection. The beauty of a good salesman is to handle it tactfully and clarify these doubts without losing the patience. The closing step of selling with all the agreement from the sales man side should be proper. Then follow up interaction with the client must be there in good selling to get his comments. It improves your position in the selling market.

Work Cited:

Richmond, Kimberly. The Power of Selling. Flat World Knowledge, Inc. 2010. eBook.