

Pride in Profession of Selling

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Selling Is Nothing but the transfer of enthusiasm from the seller to the buyer.

By- Shiv Khera

Sales are activities related to selling or the no of goods or services sold in a given time period.

— Philip Kotler.

I. INTRODUCTION

I have respect for all of these professions, but the only profession that I will pick and pick much earlier in life, would be that of commission salesman not a salaried salesman. The reason for this is that a salesman on commission writes his own pay cheque. He Decides his own Compensation. My view- “Pay me nothing if I do not produce”

II. ELABORATIVE APPROACH



Diagram Source: - 123rf.com

Selling is Not Telling; it is Asking Questions!
“Selling Is 90 Percent Conviction And 10 Percent Communication of the Conviction”.

A good sales Professional Can have a great Income and a fulfilling Career, regardless of his product or company. The Fact is that selling skills are acquired even by great, effective professionals. None of us are born with them.

III. FINDINGS

- Give & Get Respect
- Build Trust
- Learn to Relate to People
- Put on Organized Effort.
- Provide solution
- Keep Post Service Relationship
- Close A sale
- Avoid Mistakes & learn

CONCLUSION

Good Sales Professional are goal driven. They realize that in life “Result Are Rewarded, not Efforts” In Cricket No matter how many times a batsman scores 99 runs, nobody ever give grace run to call it century.

REFERENCES

- [1] You Can Sell.
Written by- Shiv Khera.
- [2] Marketing management by Philip Kotler, Northwestern University, Published by Dorling Kindersley (India) Pvt. Ltd. Licensees of Pearson Education in South Asia.

APPENDIX

Diagram 1.1

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