

LESSON 3

Selling Situation and Selling as a Careers

SELLING SITUATION

- Different Selling Situation

SELLING AS A CAREERS

- Characteristics of Selling Careers
- Importance of Selling as Careers

OBJECTIVES

After studying this lesson, you would be able to understand-

- Different Selling Situation
- Characteristics and Importance of Selling as Careers

Selling Situation

One useful way to classify different types of sales job is to look at them on the basis of the amount of problems solving and selling required, from the simple to complex. One such classification is as follow.

1. **Driver Salesperson:** A position in which the sales person primarily delivers the product for example soft drink, milk or fuel oil. The selling responsibilities are secondary in the situation.
2. **Inside Order Taker:** A position in which the salesperson is primarily an inside order taker for example the retail clerk standing behind a counter. The customer come the salespeople. Most of them already decided to buy, sales people may help customers decide which of several products will work best for them. They may also suggest complementary products.
3. **Out side Order Taker:** A position in which the salesperson is primarily an outside order taker, going to the customer in the field for example soap or spice salesperson.

4. **Missionary Salesperson:** A sales job intended to build goodwill, perform promotional activities and provide information and other services to the customers. For example pharmaceutical manufactures sales person.
5. **Sales Engineer:** A position in which an engineer provides technical advice or assistance with regard to the products and their application to the customers. Sales engineer may be part of the sales team brought into assess customer needs before the sale or after the sale to help to solve customer's problems. They are not expected to sell the products.
6. **Consultive Salesperson for Tangible Goods:** A position that involves the consultive selling of tangible goods such as pharmaceuticals, food products, or oil-well drilling products /equipments. This sales job often is difficult because salespeople must thoroughly understand their customer's business. In order to sell their products, salespeople must be able to understand customer's problems and provide solution through the integration of their products with customers needs.
7. **Consultive Salesperson for Services and other Intangible:** A position that calls for selling intangibles such as services, ideas or social causes, such as insurance, information services etc. This position also requires that salespeople understand their customer's needs. Intangibles are usually difficult to sell because you cannot touch, taste or smell them. In order to sell them sales people must be able to demonstrate how these services or ideas will contribute to the customers profit or well-being.

Selling as a Careers

Sales as a careers are like preparing people to go for marathon. Which could be describing through the characteristics of sales careers?

Characteristics of Sales Careers:

1. Job Security
2. Advancement Opportunities
3. Immediate Feedback
4. Prestige
5. Job Variety
6. Independence
7. Compensation

All above point make the sales as passion and buildup a growth in particular as well as in general to the organization. With help of following point we can understand the importance of selling as careers.

(1) Satisfying Lifestyle:

- a) **Flexibility:** In sales firstly we may start it through becoming an agent, and as agent we feel that it control their own schedules of doing and developing their

own marketing plans. They enjoy all the privileges and responsibilities of self-employed professional as well.

- b) **Independence:** Agent can develop their own business with full assistance with only a small capital investment.
- c) **Nationwide Organization:** If the organization itself belongs to the nature of nationwide, it operates nationwide and further career can be chosen to stay within their own community to build the business, or reallocate wherever could possible to explore the business.

(2) Impressive Income:

- a) **Financial Opportunity:** The only limit on an agent's income is his or her won level of commitment and desire to succeed. There is no limit on earnings and no dependence on what wage someone else is willing to pay. There is a unique opportunity to grow to your full potential.
- b) **Long Term Success:** People want and need the product and service of good quality with some company's offers. Company's broad, diversified portfolio means agents can offer help throughout a client's life.
- c) **Security:** Your commitment and service to your clients can secure your future. A solid client base means repeat business.

(3) Personal Satisfaction:

- a) **Sense of Pride and Recognition:** Helping others achieve their goals and protect their families is a highly rewarding activity. Some time it takes pride whenever sales person or its organization awarded in any social gathering.
- b) **Career Growth:** Career growth could be gained both local and outside of the headquarters. It provides opportunities through the agents to expand their expertise and professionalism. There also are opportunities based on your strengths and interests to move in to management

(4) Qualification and Skills Required: There are so many different types of jobs in sales, it is rather difficult to generalize about the qualifications and skills needed for success. So that sales manager has to tried to correlate sale performance with physical traits, mental abilities, personality characteristic and the experience and background of sales person

SELF CHECK QUESTIONS

1. Write an essay on selling situations.
2. Discuss the Characteristics and Importance of Selling as Careers
3. Write a note on selling as a career.