



Understanding Sales Jobs And What It Takes

Selling goods and services for a profit is the very reason that businesses exist. This implies that sales jobs are thus integral to the success of any business. But sales work today entails more than just selling a company's goods and services. A sales person is also involved in giving market feedback to the business, supporting existing clients and upholding the business reputation. There are two types of classification when it comes to sales jobs with each type of job having its own demands for one to make it. First, a sales job can be categorized based on the kind of clientele targeted: **business to business (B2B) jobs** and business to customer (B2C) jobs. A B2B sales job is more technical and will usually require you to have a well thought out sales technique, do proper research and preparation, have convincing presentations, develop skills in closing a sale, know how to handle objections and ultimately seek to building long term relationships. A B2C sales job on the other hand is less technical. Success in a B2C job will depend more on your ability to move fast, have creative marketing campaigns and reach out simply but effectively to the masses.

Second, sales work can be classified based on the type of good or service you are selling. For instance, you have fast moving consumer goods (FMCGs) such as foods, drinks, toiletries and other domestic consumables where the sales job will be hinged on your ability to retain clients rather than your ability to close new sales. This is because most of your sales will be repeat clients. On the other hand, consumer durables such as utensils, clothing and home electronics require skills in making new sales as opposed to retention since most sales will be to new customers. Office supplies are pretty much like FMCGs and repeat business is more important than closing new sales. Fixtures and fittings, building and construction, corporate services and industrial machinery fall into their own category that is defined by more technical selling skills very similar to B2B **sale jobs**.

That said, irrespective of the type of sales job you are pursuing, there are certain qualities that are important for you to succeed in your sales work. These skills need to stand out in both your resume and your interviews for a sales job as they are the main qualities that any job interviewer will be looking for.

* **Listening Skills** - All sales jobs require you to have good listening skills. One must understand the needs of their clients so they can accurately meet these needs. Customers are more receptive to sales people that listen and understand them better. Listening skills also enable sales persons to gather market intelligence and give quality feedback about goods and services to company



management. These products can then be adjusted to best fit the customer's needs.

* Honesty and Integrity - A commonly held belief is that you cannot be an effective sales person and be honest at the same time. But this is not the case. It is true that dishonesty can be quite tempting to a sales person if that is what it will take to seal a deal. However, in the long run, it is your integrity and honesty that will lead you to success. Always give correct information, acknowledge weaknesses or mistakes and also acknowledge when you do not know the answer to a question. It is this honesty that wins customers over.

* Persistence - Sales work requires you to be patient and persistent. You will face rejection and disappointment very frequently. You may need to make many sales calls before you close a single sale. Clients may want more time to make decisions and you have to be understanding and avoid being overly pushy.

* Positive Attitude - Having a positive attitude, being self motivated and possessing a strong will are all attributes you will need to execute a sales job. You will have to face and deal with different kinds of people that will present various challenges to your self-belief. Sales positions are famous for sales targets that you are expected to meet thus adding to the pressure you experience. Despite all the negative energy around you, you must stay positive always.

Once you have armed yourself with these skills and have identified the type of sales job that you would want to pursue, prepare a resume and cover letter and start applying! Check out internet job boards, recruitment agencies and job advertisements in the newspaper classifieds. Sales jobs are some of the best compensated jobs for those that are successful in the career.