

Careers

in professional selling

Five reasons you should pursue a degree in sales

The best Web sites to advance your career

10 years strong

The National Collegiate Sales Competition celebrates ten years of success

Selling Personalities

Four personalities for different sales settings

The Sales Evolution

How to compete with the online trend

Fall 2008



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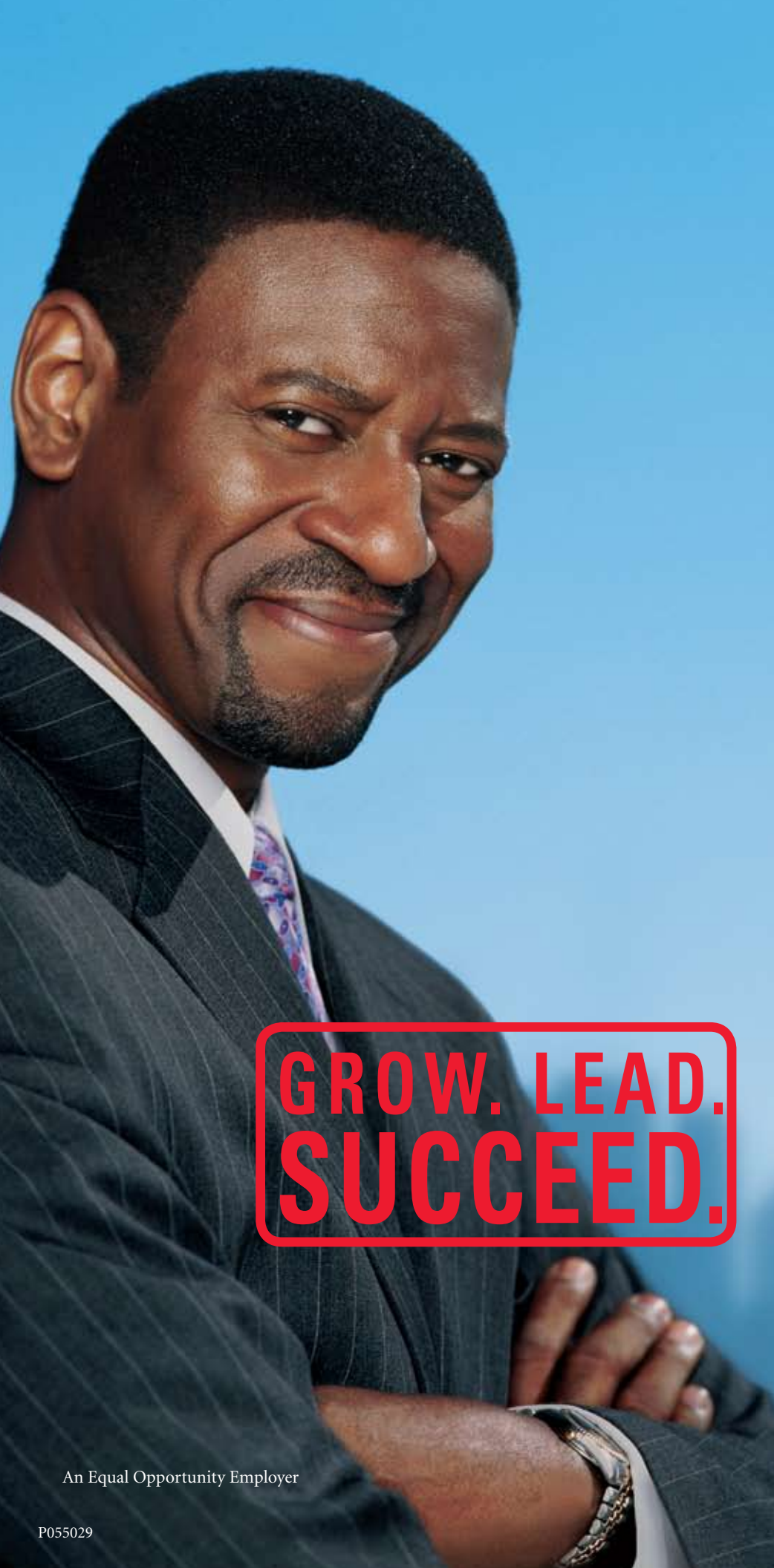


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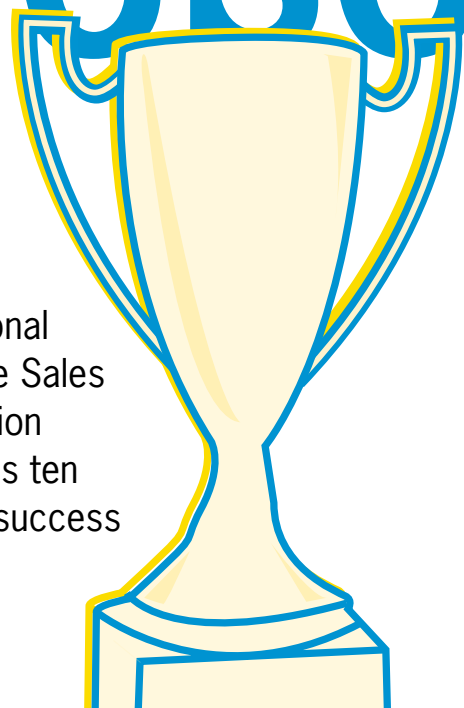
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EDITOR'S LETTER

Welcome to the 2008 issue of *Careers in Professional Selling* magazine. We are very excited about this issue because it is dedicated to helping you decide if a career in sales is right for you.

First, we begin with a list of the top five reasons to pursue a career in sales (pg. 6). Then, we present several profiles of salespeople (pg. 8) who were students just a few short years ago. Those former sales students will share with you what they've learned about sales and how to prepare for a sales career. Next, we share some research that describes the different types of sales personalities to help you better understand the type of sales job that will be the best fit for you (pg. 20). To cap off the professional development portion, we provide a list of Web sites you will find helpful as you finish up your undergraduate degrees and make the transi-



Scott Inks
Assistant Professor of Marketing,
H.H. Gregg Center for Professional Selling,
Ball State University

tion into the professional world (pg. 24).

This issue also celebrates the ten year anniversary of the National Collegiate Sales Competition (NCSC). The NCSC is one of the best opportunities undergraduate and graduate students interested in sales careers will have to demonstrate their skills in a competitive environment. The competition was created by Dr. Terry Loe, Associate Professor of Marketing and Director of the Center for Professional Selling at Kennesaw State University.

Since you've grown up using the web, you're probably very familiar with the concept of e-commerce. But, have you thought about how the Internet and e-commerce impact sales professionals? The article "The Sales Evolution" (pg. 19) addresses that issue, discussing what it will take for salespeople to succeed in an Internet/e-commerce world.

As I always like to end these letters, please remember that no one is forcing you to read and learn from these articles, but no one is forcing you to be successful either. Your initiative and motivation will dictate your success in the professional world. If you want to be successful, you'll have to be motivated and demonstrate initiative. So, why not start now? Read the articles at least once and discuss them with other students and faculty. If you have any feedback on the articles or the magazine itself, please feel free to send me your thoughts at sinks@bsu.edu. I welcome your comments. Good luck with your personal and professional endeavors. ■

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TRAINING - "You don't build a business. You develop people and the people build the business." We provide customized training for a lifetime. Due to our unique and proprietary training, our new hire retention is 85%.

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Careers in professional selling

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Research shows that a degree
in sales will help you to be
successful now and in the future

Top five reasons to pursue a degree in sales

It's no wonder that careers in professional selling are among the highest paying and fastest growing jobs in the country. Salespeople fuel our economy—without them nothing would ever be bought or sold. Keep reading to find out how a degree in sales can benefit you.

1 You've got a good chance
to land a great job

1.5 million college graduates will be recruited by the top 500 sales companies according to *Selling Power Magazine's* SP500.

Make the move to a company as dedicated to
your Sales success as you are...apply today!

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Please reference job
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2

Job security

Selling Power Magazine reported that salespeople in service or manufacturing supported an average of **13.8 other jobs** within their company in 2007.

3

A degree puts you a step ahead of the rest

70 percent of recent graduates polled by the University Sales Center Alliance and The HR Chally group rated their ramp-up time as faster than their peers in the same position.

4

The obvious—money

More than 50 percent of recent university sales graduates **earned an annual income of \$30,000 to \$60,000** in their first position according to The HR Chally Group.

5

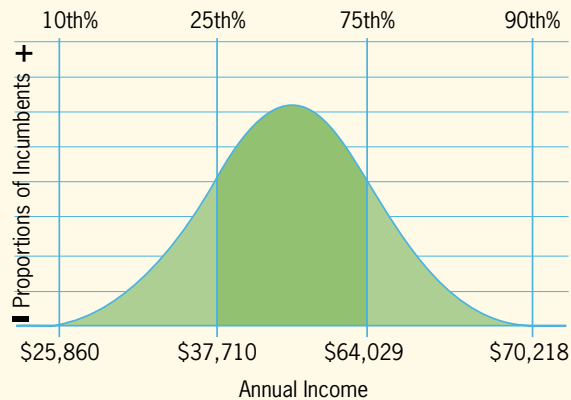
Did we mention money?

30 percent of the group surveyed by the H.R Chally Group **earned \$60,000 to \$90,000 annually**, while the National Association of Colleges and Employers reported an average starting salary for recent graduates at slightly more than \$37,000. ■

TOP JOB

Pharmaceutical Sales

Over the next ten years, the number of jobs in pharmaceutical sales is expected to grow 14 percent. With growth comes opportunity—sales professionals in this field average \$86,600 a year.



Paycheck

If you make \$37,710 per year, expect an average paycheck of

\$1,135.41

biweekly after taxes (based on U.S. national averages)



Source: Salary.com



Visit salary.com for more on average salaries, wage comparison and job searching.

Sales degrees **in**



Matthew Anderton

Education:
Kennesaw State University
Center for Professional Selling

Advice:
Look at inside sales with an open mind. When I was searching for a job, I first had some apprehensions about working in a call center, but I soon realized that this was a fast-paced learning environment due to the amount of touches we have on a daily basis.

Company:
First Data Corporation
Position:
Team Lead (Assistant Manager)
Telesales Department

Job Description:
I help support two sales teams with a total of 45 account executives who sell electronic payment solutions to medium-to-small-sized businesses. Basically, we enable merchants to accept credit cards, etc. from their customers.



DID YOU KNOW?

The top 500 companies in America depend on 19.6 million salespeople to achieve their revenue goals.

-Selling Power Magazine



Eric Radtke

Company:
ArcelorMittal Chicago
Position:
Account Manager

“Obtain leadership positions in university organizations, keep your GPA higher than a 3.0, and get involved with organizations on campus.”

-Eric Radtke
Indiana University
Kelley School of Business

Margarita Alex

Education:
University of Toledo
The Edward H. Schmidt School of Professional Sales

Job Description:
My first job out was selling Papermate pens and Sharpies. Now, I help grow the 3M business through a variety of tactics: conducting new product seminars, sales calls, new product shows and analyzing sales reports.

Degree Benefits:
In training for both of these jobs, I remember thinking “Wow, this is exactly what we did to earn our grades in college!” In both cases, my trainers were pleasantly surprised as to how much I already knew about the entire sales process and some of the tricks of the trade. I thought college was a blast and I earned grades for my coursework, and now I feel the same about my career only instead I earn money! I could not have been more prepared for my future in sales.

Company: 3M
Position:
Office supplies division,
OfficeMax Business-to-Business

Advice:
The more you put in, the more you get out. Take class seriously, and work hard. It will pay off. I promise. If you enjoy your class activities then you will enjoy your fieldwork as well after college.



action

Formal sales training can jump-start your career. Take it from these recent grads who are pursuing successful careers at major corporations.



Erin Williams

Company:
Johnson & Johnson
Position:
Inside Territory Associate

“Nothing happens until something is sold, and if we understand the art of sales, then it will have a positive outcome for everyone. Pursue your passion and you will make a difference.”

-Erin Williams
Kennesaw State University,
Center for Professional Selling



Karen Cunningham

Company:
Sherwin-Williams
Position:
Architectural Account Executive

Education:
Ball State University,
H.H. Gregg Center for Professional Selling

Advice:
Take advantage of everything the business college and H.H. Gregg Center for Professional Selling has to offer. You will be surprised how much of it becomes a significant part of your daily job. Spend time with people in the industry; try asking them questions about their daily jobs to determine what career path is best for you. ■



Brad Konvolinka

Company:
Crown Equipment Corporation
Position:
Account Manager
Education:
University of Toledo
*The Edward H. Schmidt School
of Professional Sales*

Job Description:
I am responsible for developing a profitable customer base, maintaining local key national account relationships, cultivating and effectively implementing new marketing strategies specific to a territory, and developing sales proposals including financing information and equipment specification.

What He Likes:
This position has provided me the opportunity to be creative with my sales technique and I start each day knowing it will not be the same as the last.

Degree Benefits:
The framework provided by the University of Toledo coursework prepared me for everything from proposal preparation to proper etiquette during lunch with a client.

Advice:
Pay particular attention to the “real world” experience offered through the professional sales program, such as role-playing.



CHECK IT OUT

There are now 35 colleges that offer sales curricula, and all graduates can expect solid and lucrative careers.

-Selling Power Magazine

GRADUATE PROFILES



Adam Stacey

Company:
Fox Sports Net Northwest
Position:
Account Executive



Julia Lyons

Company:
Hess Corporation
Position:
Account Manager

Education:

University of Toledo
The Edward H. Schmidt School of Professional Sales

Advice:

Find something you would consider a career, not just a starting job. Look for companies you can picture yourself with ten years down the road. You can only be successful if you love what you do.

Job Description:

I am responsible for selling commodities and other energy products to large commercial and industrial consumers in the Northern New Jersey market. I maintain and develop about 110 current active accounts, while prospecting potential accounts and maintain relationships at the highest level.



CHECK IT OUT

The top 10 companies for sales in medical products are:

1. Schering Plough
2. Johnson & Johnson
3. Pfizer
4. Ecolab
5. GlaxoSmith-Kline
6. Eli Lilly
7. Novartis
8. AstraZeneca
9. Bristol-Myers Squibb
10. Wyeth

-Selling Power Magazine

“Preparing presentations, learning to listen and ask educated questions, and performing role plays are all great training for any career in sales.”

-Adam Stacey

University of Toledo
The Edward H. Schmidt Schools of Professional Sales



Michael Meditz

Company:
Timken Company
Canton, Ohio

“It was only through Akron’s selling program that I realized I could obtain a career that took advantage of travel, engineering and sales...what Akron taught me was a real way to create, build, and enhance relationships.”

-Michael Meditz

University of Akron
Fisher Institute of Professional Selling



Craig Robbins

Company:

Enterprise Rent-A-Car, Branch Manager

“Have a plan and stick to it. The most important part of any person is sales. If you cannot sell yourself in an interview, you won’t even get the opportunity.”

-Craig Robbins

Ball State University,
H.H. Gregg Center for Professional Selling



Stephanie Billerman

Company:

Centex Homes

Position:

New Home Consultant

Education:

Ball State University
H.H. Gregg Center for Professional Selling

Advice:

Do your research and get in with a great company. Be positive and be yourself. If you are likeable and a hard-worker, you should do great!

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Florida State University's winning team, 2008

The National Collegiate Sales Competition celebrated its 10th Anniversary in March 2008



NCSC

10 years strong

Visit <http://coles.kennesaw.edu/ncsc/> for more information on NCSC.

BY TERRY W. LOE

A brief history of the sales competition and where it stands today

The profession of selling has undergone significant changes in the past 100 years including customer-focused selling, the coming of age of customer knowledge, customer relationship management and the World Wide Web. However, the principles of successful sales have remained the same – build long-term relationships, have strong interpersonal and communication skills and be able to effectively assist the customer through the purchasing decision process. At the top of these principles is the mission of helping customers fulfill their goals.

Unfortunately, formal training in these principles has, with few exceptions, been relegated to “on-the-job” methods. Today many businesses understand the need for more formal sales training, and institutions of higher education have joined the movement in the development of sales curriculum and

programs. In 1999, a number of these university sales programs came together to compete in a sales role-play competition called the National Collegiate Sales Competition (NCSC).

Since then, the competition has seen substantial growth of individual and university participants across the country. In fact, the NCSC celebrated its 10th anniversary in March 2008.

THE BEGINNING

The first competition was held at Baylor University in Waco, Texas, by the Center for Professional Selling. The seeds of this competition came from the North American Sales Cup Competition, a small international role-play competition developed among the professors from Baylor (Professor Bill Weeks), Instituto Tecnológico y de Estudios Superiores de Monterrey

WINNERS BRACKET (individual/team)

2008
Kyle Williams
 University of Central Florida
 Team: Florida State

2007
Nate Scholz
 Washington State
 Team: Washington State

2006
Steve Olsen
 Central Missouri State
 Team: Bradley University

2005
Toni Stephens
 Kennesaw State
 Team: Kennesaw State

2004
Rhonda Fleming
 Kennesaw State
 Team: University of Houston

(Professor Gilberto Luna, Mexico) and Ecole des Hautes Etudes Commerciales (Professor Marc Fillion, HEC, Canada). Due to the expense of international travel and changing budgets, this international sales competition was only conducted from 1994 to 1996. The original competition included the use of interpreters for three different languages—French, Spanish and English.

DEVELOPMENT

From 1996 to 1999 there was no sales skills competition in the United States. In 1998, the idea of resurrecting a competition was discussed by the board of advisors of the Center for Professional Selling at Baylor University. Because of my background in college baseball, I suggested the idea of a national competition. In the following three days, I developed the format of the sales competition. The inspiration evolved from my experiences with various baseball tournaments and scouting camps. If we could bring together the best sales talent from universities across the United States, organizations with an interest in hiring sales students would be excited to preview and recruit the strongest candidates in one location.

CORPORATE SPONSORSHIP

Participation by corporate America also presented the possibility of assisting in solving budget issues and shortages by the universities. Corporate sponsorship funds would be used to help those university programs and students with scarce resources to attend the competition, as well as provide for a first class event. Without the corporate partners, many talented students and their professor coaches would not be able to attend.

UNIVERSITY PARTICIPATION

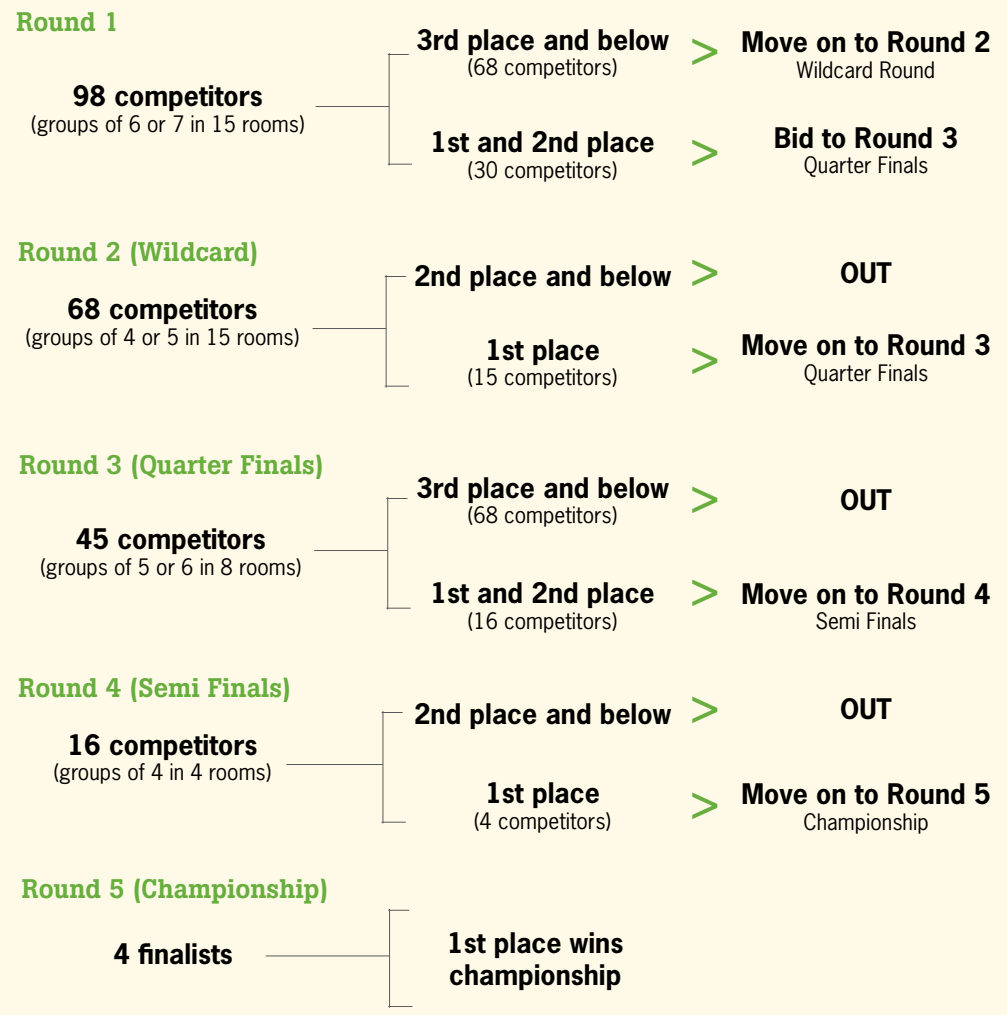
The long-term success of such a competition would depend upon not only the involvement of corporate sponsors,

but also that of the faculty and students from the most prominent collegiate sales programs. With this in mind, I presented the idea of the national competition to the attendees of the 1998 National Conference in Sales Management in Norfolk,

Virginia. Faculty and professors from 27 universities indicated their support of the sales competition and their intentions to participate by bringing a team of students.

INDIVIDUAL COMPETITION

In 2007, the NCSC competition format changed to an elimination tournament format. The Wildcard round assures that everyone competes in two rounds. Follow the competition process below:



2003

Jessica Kocaj
University of Akron
Team: University of Akron

2002

Lisa Hangar
University of Central Florida
Team: University of Central Florida

2001

Kim Stafford
Baylor University
Team: Baylor University

2000

Rebecca Wilkins
Middle Tennessee State University
Team: Middle Tennessee State University

1999

Mark Freeman
Baylor University
Team: Baylor University



CHECK IT OUT

There are six levels of corporate sponsorship that provide money to support the NCSC and allow any student to participate, regardless of financial ability.

Executive
\$25,000

Platinum
\$20,000

Gold
\$15,000

Silver
\$10,000

Bronze
\$5,000

Introductory
\$3,000

JUDGING CRITERIA

The legitimacy and acceptance of the criteria used to evaluate the skills exhibited by the competing students would be of the utmost importance to conducting a “legitimate” sales competition. As a starting point, the criteria and judging sheet developed by the faculty at Baylor was provided via email to the faculty who specified their interest in becoming involved. These professors edited the judging criteria and made additional suggestions concerning the importance of each of the criterion.

Because the skills being judged would also need to be seen as “real world” to the corporate community, the judging sheet was sent to the Baylor University Center for Professional Selling with the same instructions. The current judging criteria used for the NCSC is a result of the original suggestions made, as well as feedback that has been provided over the years by both corporate executives and sales faculty.

JUDGES SCORE SHEET

Judges score participants on specific criteria on a 0-10 scale with 10 being the best possible score. Each criterion is weighted based on importance.

5% **Approach**
introduction, gains attention, builds rapport

25% **Needs/Identification**
obtain an understanding of a customer’s situation to prepare a customized presentation

25% **Product/Service Presentation**
persuasively match your product’s benefits to meet needs of the buyer

15% **Overcoming Objections**
eliminate concerns or questions to customer’s satisfaction

10% **Close**
take initiative to understand where you stand with buyer now and for the future

15% **Communications Skills**
effective verbal skills, appropriate non-verbal communication, clear and professional

5% **Overall**
enthusiasm, confidence and product knowledge

CHANGE OF FORMAT

The most significant change to the NCSC came in 2007 when the format changed from a “Round Robin” type competition to an “Elimination Tournament” format. In the first eight years, students competed in two rounds where scores were totaled and the top three competitors from rounds one and two competed head-to-head in a championship round to determine the overall champion. University team placement was awarded according to the combined scores of the university competitors, not including the championship round scores.

After much discussion among the sales faculty, Dr. Scott Widmier, associate director of the NCSC, developed an elimination style format similar to the NCAA Basketball Tournament. Labeled the “College World Series” of Professional Sales, the NCSC had developed its own version of “March Madness,” complete with selling pressures and obstacles to overcome such as, “Your price is too high,” and “You are late for this appointment.”

Similar to the NCAA Basketball and Baseball National Championships, the NCSC introduced a bracket style tournament with a seeding system based upon past performance. Each school was assigned a number based on an average of their past placement at the NCSC. Higher weight is given to their more recent performances.

THE TOURNAMENT

The goal of an elimination tournament is to have the best teams compete in the final round of the tournament. To assure that the “better” teams did not eliminate each other in the early rounds, the student competitors from the higher seeded teams are placed in different rooms from other highly seeded competitors. The tournament style has competitors in each bracket (room) compete against each other with the top competitors in each bracket advancing to the next round. In order to provide for possible errors in the seeding, there is also a wildcard round in which the competitors who lost in the first round compete to stay in the competition. The seeding has worked remarkably well in the two years it has been used. NCSC X 2008 also saw two of the four championship round competitors arrive through the wildcard bracket.

SUCCESS

The first ten National Collegiate Sales Competitions have included over 68 different university sales programs and three graduate programs (Harvard, MIT, Babson). Participants have included almost 600 competitors, more than 100 sales faculty, 100 corporate sponsors, 900 sponsor representatives, and 900 student volunteers from Baylor and Kennesaw State Universities. The National Collegiate Sales Competition hopes to enjoy many more years of successful sales training and networking for future sales professionals. ■

NCSC X 2008

The 10-year-anniversary competition brought in fierce competitors from all over the nation. Competition heated up in the final round where the 21-seeded Florida State took victory over the 2nd-seeded University of Central Florida.



Top left: Eliminated competitors watch the finalists compete in the championship round.

Top right: A student prepares to compete in the first round of role-play competition.

Left: Participants enjoy dinner as the NCSC 2008 winners receive their awards.

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The Sales

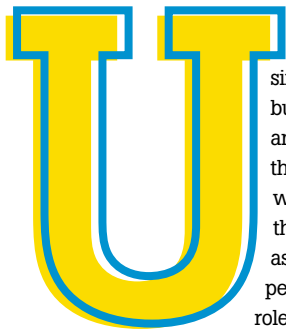
EVOLUTION



BY SCOTT INKS

Can salespeople compete with Web sellers, or will professional selling become obsolete?

Advances in Internet-based business communications [e-commerce, customer relationship management (CRM), interactive multimedia web tools, etc.] occur frequently. As these technologies gain acceptance and are used among the various forms of marketing communication channels, the nature of selling continues to change.



Using the Internet and e-commerce technology, buyers can now find and order from sellers online, and sellers can find and sell to buyers online. Given these changes, some believe that these technologies will eventually replace salespeople. The reality is that while the nature of selling will probably change as e-commerce gains popularity, professional salespeople who can adapt will continue to play a critical role in the sales function. The question is, how will they continue to add value?

THE SALES CONDUIT

Traditionally, salespeople have served as the conduit through which information and/or orders flowed between buying organizations and selling organizations. That is, buyers turned to salespeople when they needed information about, or wanted to place orders for products the salesperson represented. In addition, the suppliers were able to sell their products and learn about their customers through their salespeople. Serving as the information and product flow conduit allowed salespeople to add value to the channel.

There is a long-standing axiom about marketing channels: One can replace the channel member but not the channel function. Basically, if marketing channels are not adding value, they are in danger of being eliminated or replaced.

...salespeople who can justify their existence will remain.

At first, the Internet allowed organizations to create Web pages that provided

Web surfers some information about the organization and its products. Eventually, organizations started taking advantage of Web technology and began creating elaborate sites with detailed information about their histories, missions, products, and services. Now, e-commerce technology is allowing organizations to customize Web pages for individual customers, capture information about their customers, and sell their products to their customers 24/7. The Internet is rapidly becoming the conduit through which information and orders flow between the buying organization and the selling organization. Does that sound familiar?

IN DENIAL?

The initial argument against the idea that e-commerce will replace salespeople is that "customers trust people over machines." There is some truth to that—for example, many people will use an ATM to withdraw money, but they will not use it to deposit money. They tend to place greater trust in handing their money to a person rather than inserting it into a machine.

Over time, though, society becomes more comfortable with technological innovations and those innovations slowly become part of the status quo.

What role will salespeople play in a future in which doing business over the Internet is the status quo? The short answer is fairly simple: Salespeople who can justify their existence will remain. Specifically, salespeople who can add value to the channel (i.e., add value to their customers and to their employers) will be successful and have a certain degree of job security.

Ultimately, salespeople must be able to answer the following two questions:

Buyer: "I can learn about your company's products and place orders on its Web site, so why are you here?"

Salesperson's employer: "We can learn about our customers and sell them products on our Web site, so why are you here?"

THE SALES STUDENT

What does this all mean for the college student aspiring to have a successful sales career?

First, **develop your most important asset**—the mind—and prepare for a career in which success will depend heavily on your ability to collect, process and apply information about your customers, your products and the world.

You should understand how economic conditions, political situations, technological advances, social concerns or trends, competitive initiatives, and legal and regulatory issues affect organizations and customers. You must have an understanding of finance, economics, statistics, buyer behavior, marketing and, of course, professional selling.

Second, **develop and maintain a proactive approach to your career.** You will need to demonstrate initiative, and actively seek out and pursue new ways in which you can add value to customers and to organizations.

Finally, and closely related to the previous two, you will need to **follow a philosophy of continuous learning and improvement.** The Internet gives customers relatively easy access to new information found on Web sites all over the world. You should stay at least as informed as your customers (in the relevant areas) in order to maintain credibility. You will need to read newspapers, trade publications, surf the Internet, join and actively participate in trade associations, and attend appropriate training sessions (even if not paid for by the company).

You might use the above abilities to provide your employer and company with new insight about customers, competitors and the market environment. Of course, the easiest way to become indispensable to your employers is to make yourself indispensable to their customers. Essentially, as a salesperson, you will need to be perceived by organizations as being an asset that provides a competitive advantage.



247 million registered eBay sellers made **\$60 billion** in sales in 2007.
—entrepreneur.com

...you will need to be perceived by organizations as being an asset that provides a competitive advantage.

PUTTING IT TOGETHER

It's probably safe to say that most buyers today would rather place orders and otherwise do business with a person than over the Internet. And it's probably also safe to say that there will always be buyers who feel that way. Nevertheless, salespeople of the future must position themselves as an indispensable resource rather than merely a transaction conduit.

THE PERSONAL EDGE



Salespeople still have many characteristics that, if used properly, give them a "competitive advantage" over computers:

- 1. Salespeople have an imagination and can reason.** They are capable of generating new ideas without relying on programming or data input. They can seek out information, aggregate it, evaluate it, and create new knowledge based on what they have learned.
- 2. Salespeople have intuition—** the ability to perceive things that are not evident and are emotionally perceptive. They can sense things about customers based on their observations and/or the emotions customers display. Computers cannot say, "I understand what you're saying, but my gut is telling me you may have more on your mind."
- 3. Salespeople are capable of being proactive.** They don't need to wait for the customer to access them. In addition, salespeople can evaluate the customer's operation and identify ways to help the customer be more successful, often in ways the customer may not be aware of.
- 4. Salespeople can form personal relationships with their customers,** something computers cannot do by definition. People create and nurture bonds with their customers that go beyond the obligations created by transactions. In other words, they can relate to their customers in a way only made possible by having "the human experience" in common. Customers are more likely to form loyalty to a person than to a computer. ■



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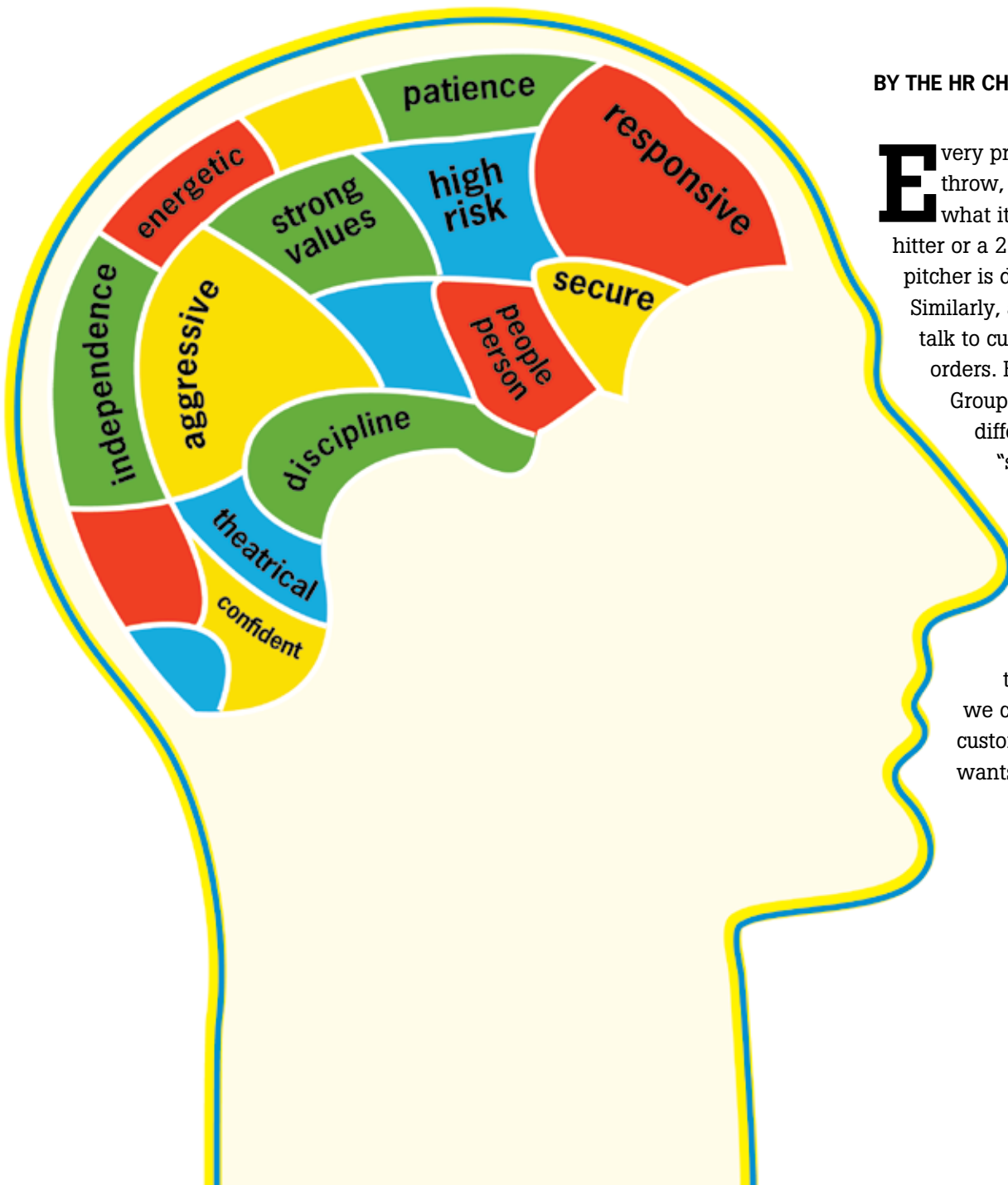
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Selling Personalities

Selling combines a variety of sales techniques. There is no universal salesperson.

BY THE HR CHALLY GROUP

Every pro baseball player must throw, catch and hit. Yet, what it takes to be a great hitter or a 20-game-winning pitcher is dramatically different. Similarly, all salespeople must talk to customers and take orders. However, The HR Chally Group has established four different sales roles and “superstar” skills that are distinctly different and measurable. The types are **Relationship**, **Consultive**, **Closer** and **Display**. From these four sales types, we can better understand a customer’s specific needs and wants from a salesperson.



Relationship

Customer Interaction



Risk of Failure ! ! ! ! !

Compensation \$ \$ \$ \$ \$

KEY TRAITS: independent, strong work ethic, self-sufficient, patient, strong values

JOB AREAS: stock brokers, industrial suppliers, distributors

Relationship salespeople like independence. They like the freedom of sales, and the feeling that they are their own bosses. They exercise discipline and take responsibility for their actions. Relationship salespeople become resistant if management tries to control their actions too much, or if management tries to change the rules.

Relationship sales require great patience over a long period to finally cement

a customer. This practically eliminates one's concern with failure on a day-to-day basis because the sale is heavily dependent on the relationship between the salesperson and customer. A "good" relationship will generate at least some business eventually. Relationship selling is characterized by the ability of salespeople who move to a competitor to take business with them.

Consultive

Customer Interaction



Risk of Failure ! ! ! ! !

Compensation \$ \$ \$ \$ \$

KEY TRAITS: aggressive, secure, detail-oriented, self-confident, career-oriented, competent

JOB AREAS: telephone systems, computer systems, consulting services, law services

Consultive sales situations usually are reserved for bigger ticket items, high technology items, or intangible "intelligent" services. Here, both patient interpersonal contact and aggressiveness are needed. Forget the personal touch of the relationship or fail to persist for a close, and the sale is lost.

This type of sales environment requires consultation with customers to meet their specific needs. Consultive salespeople are usually career-oriented and more academically inclined than

other sales types. Consultive sales professionals are not daring risk-takers. The best ones do take risks, but only after careful thought and calculation. They pay a high level of attention to detail and have an above-average level of aggressiveness. The super sellers in this environment are able to handle personal rejection and the fear of failure extremely well. They have the ability to quickly develop interpersonal relationships with all business prospects.

Closing

Customer Interaction



Risk of Failure ! ! ! ! !

Compensation \$ \$ \$ \$ \$

KEY TRAITS: theatrical, confident, enthusiastic extroverted, competitive, optimistic

JOB AREAS: demonstration sales, high-tech equipment, trade show promotions, high-ticket vanity items (like corporate jets)

All salespeople must use closing skills at some point during the sales process. Here, we are talking about a personal-type. This type starts with nothing and, therefore, must aggressively initiate customer contact. In most cases, one or two contacts are made with the prospect. The risk of failure is high because there is little time to interact with the customer. Therefore, this type must not have a high fear of personal rejection. This sales environment requires that salespeople quickly establish a prospect's emotional desire and need for their product.

Display

Customer Interaction



Risk of Failure ! ! ! ! !

Compensation \$ \$ \$ \$ \$

KEY TRAITS: service-oriented, enjoys people, energetic, responsive, handles "social fatigue"

JOB AREAS: retail selling, salaried employees that receive little or no commission, bank tellers, telemarketing

Display sales require little personal involvement, relatively little risk of personal rejection, and a compensation or reward system that does not depend on actually completing the sale. Display salespeople (retail clerks, for example) get paid even if the customer fails to buy.

IN THE MIND OF THE CUSTOMER

The HR Chally Group has identified the **three** basic customer needs, **seven** factors to meet those needs, and **three** strategies to add value to your selling.

Three basic needs customers expected sellers to address, even though customers were not confident they would.

- 1. Customers want to narrow their own focus**
to the things they do best, and outsource the rest without the added overhead costs of supervising their suppliers
- 2. Customers want sellers to know their business well**
enough to create products and services they wouldn't have been able to design or create themselves
- 3. Customers want proof – hard evidence**
that their suppliers have added value in price

Seven factors that corporate customers believe sales forces must excel at in order to meet the customers three basic needs listed above.

1. Personally managing our satisfaction
2. Understanding our business
3. Recommending products expertly
4. Providing technical and training support
5. Acting as a customer advocate
6. Solving logistical and political problems
7. Finding innovative solutions to our needs

Three strategies that ensure you will add value to your selling. This means finding ways to make customers' businesses or lives better.

- 1. Measure**
(identify the business needs of customers)
- 2. Develop**
(add services to wrap around products which will guarantee customers' business improvement)
- 3. Measure again**
(for both continuous improvement refinements as well as proof that their business was improved) ■

TEST YOURSELF

Check your understanding of sales personalities. When you are finished, read the answers below to learn more about what customers want. No cheating!

QUESTION 1:

Sarah's company is looking to update their computer system to one that meets their specific needs. They are unaware of the variety of systems available and need to talk to someone who is knowledgeable in the field. What type of sales person does Sarah's company need?

- a) relationship
- b) consultive
- c) closing
- d) display

QUESTION 2:

Robert is searching for a new high-definition television. He already knows what he wants, and just needs someone to answer basic questions and help him through the purchasing process. What type of salesperson does Robert need?

- a) relationship
- b) consultive
- c) closing
- d) display

QUESTION 3:

Erica is opening a new medical practice and is looking for a supplier of basic essentials such as latex gloves, needles and syringes. She needs a seller who is loyal and dependable. What type of sales person does Erica's practice need?

- a) relationship
- b) consultive
- c) closing
- d) display

QUESTION 3:

Joseph is looking to buy a corporate aircraft to help with his company's transportation efforts. He needs a seller that is aggressive and confident. What type of sales person does Joseph's company need?

- a) relationship
- b) consultive
- c) closing
- d) display

ANSWERS

Answers are based on success rates that were tracked by the HR Chally Group.

- 1. b) consultive** - Sarah needs someone that can explain the details of the products. A consultive salesperson would be 82 percent effective in this situation.
- 2. d) display** - Robert is looking for a product for his personal use and has already researched what he wants. He just needs someone available to him if he has questions. In this case, a display salesperson would be effective 70 percent of the time.
- 3. a) relationship** - Erica needs someone that she can generate a good business relationship with. Relationship sales would be 89 percent effective in this case. If given a closing sales type, success would result only 25 percent of the time.
- 4. c) closing** - Joseph needs someone to quickly establish his need for the aircraft, and confidently walk him through the process. In this case, closing would be successful 85 percent of the time.





Jill Bartling,
Transmission Project Control Engineer, Georgia Power

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Current openings in Sales and Marketing

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- Associate Sales Representative
- Field Marketing Representative

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RESOURCES



Prepare yourself for a successful future with these online tools.

Career Tools

careerbuilder.com



CareerBuilder.com and Monster are online resources that help you find a job when you graduate. These sites also offer tips, tactics and strategies to prepare you for entering the job market and comparing job offers.

Sales-Related

www.bnet.com

A business news Web site offering advice on professional development and current sales and marketing related articles. Be sure to sign-up for the free newsletter.

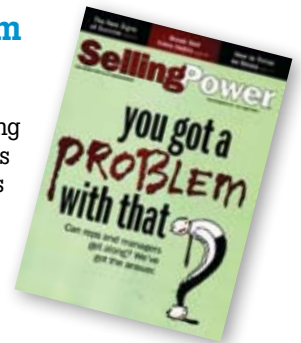
www.salesandmarketing.com

The Web site for the *Sales and Marketing Management* magazine. It contains articles related to sales, sales management and marketing tips, tactics, and strategies.



www.sellingpower.com

The Web site for *Selling Power* magazine. Whereas *Sales and Marketing Management* is targeting sales managers, *Selling Power* was created for salespeople. It contains sales tips, tactics, and strategies.



www.netsuite.com

NetSuite is a leading provider of Web-based business solutions, including a robust customer relationship management (CRM) tool.

www.salesforce.com

Salesforce.com is one of the most popular online customer relationship management (CRM) tools available on the Web. Register for the free personal contact management edition to see how it works.

Professional Development

www.smei.org

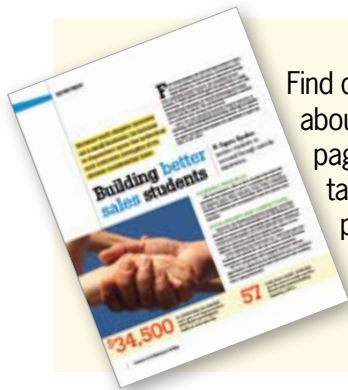
Sales and Marketing Management is an international organization created to promote excellence in sales management.

www.toastmasters.org

Toastmasters is perhaps the best known and most respected organization created to help business people improve their communication skills.

www.pse.org

Pi Sigma Epsilon (PSE) is an international professional sales and marketing fraternity. The purpose of PSE is to promote excellence in sales and marketing through its student, professional and academic memberships.



Find out more information about Pi Sigma Epsilon on page 28 and learn what it takes to be a successful professional selling student!

Reference

www.hoovers.com

Hoover is one of the best known reference tools for gathering business information. It contains data on thousands of organizations and industries.

www.phonescoop.com

Phone Scoop is a Web site offering the comprehensive information on cell phones, cell phone service providers, and cellular communications technology.

www.campusgrotto.com

Campus Grotto is a national college news site that covers a wide range of college-related topics including student finance, study tips, humor, college rankings, college sports, career advice and just in general college life.

www.simpletruthsnews.com

Home page for The Simple Truths Newsletter, a Web site offering inspirational messages. Register to receive inspirational messages a couple of times a week.

www.chally.com/sales-ed

The HR Chally organization is committed to helping promote sales professionalism. The University Sales Education Foundation was established to help universities develop and implement professional sales programs. Visit this site to learn about sales education, sales training, and other efforts to promote professionalism in sales.

office.microsoft.com/en-us/training

Online free training for Microsoft Office (e.g., Excel, PowerPoint, Word, Outlook and Access). Learn how to use Office like a pro.

www.snopes.com

Snopes is the place to go to check the veracity of e-mail-based news, rumors and urban legends.

aliscot.com/bigdog

Big Dog's Grammar: A Bare Bones Guide to English. Visit this humorous and easy to use Web site to improve your writing. As Big Dog says, "Any time you draw attention to how you've said something instead of what you've said, your communication suffers."

www.dictionary.com

A multi-source dictionary with thesaurus, encyclopedia and search engine. ■

Because each chapter operates as a small business, its success is dependent upon the individual and collective strengths of its diverse membership base.

Building better sales students

Pi Sigma Epsilon pushes students to succeed through outside experience.

Few college students can say they have access to countless job postings across the nation, but members of Pi Sigma Epsilon can. With hands-on experience through sales, marketing, market research and community service projects, Pi Sigma Epsilon (PSE) gives the opportunity to apply knowledge and tools for succeeding outside the classroom. PSE offers lifelong friendships as well as networking and résumé advice from the experts. The coeducational fraternity competes on a national level, earning cash rewards.

PSE is the only national professional business fraternity in marketing, sales management and selling. Although recognized as a professional sales and marketing fraternity, PSE is open to all majors and gives each member the opportunity to apply the skills of their major.

FOUNDING PRINCIPLES

PSE was founded in 1952 by three Georgia State University professors who developed a set of 12 principles still followed by members today: ethics, character, honor, belief, competition, sincerity, confidence, faith, knowledge, skill, work and wisdom. Recruiters actively seek out members of PSE who exhibit these principles.

SCHOLARSHIPS AND COMPETITIONS

Each year, the PSE Foundation gives members more than \$20,000 in awards and scholarships at the PSE National Convention in March or April. Individuals and chapters compete for awards and scholarships and attend speeches and workshops taught by nationally recognized speakers like Sharon Pierce Williams, Anthony Parinello and Ritch Davidson.

Vector Marketing and Huthwaite, Inc. collaborate with PSE to sponsor the annual Pro-Am Sell-A-Thon, held by PSE at its fall regional conferences and at its annual convention.

The Pro-Am provides PSE collegiate members with the opportunity to experience the salesperson's role in a simulated business-to-business (B2B) sales environment with coaching from a sales professional.



\$34,500

in scholarships are awarded each year to Pi Sigma Epsilon individuals and chapters. Apply at www.pse.org.

57

years since Lloyd L. Antle first thought of creating a professional sales and marketing fraternity (1951).

PSE Projects

Chapter members work on a variety of projects for and with the community.

- >> **Marketing research** for Ford Motor Company and Proctor & Gamble.
- >> **Creation and delivery** of thousands of care packages for overseas soldiers with Shoeboxes for Soldiers.
- >> **Creation and implementation** of local not-for-profit runs for various community charities.
- >> **Event planning and hosting** for a day-long recreational event for reunited foster siblings.



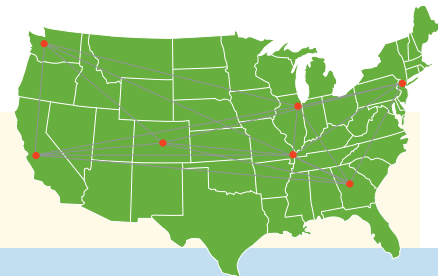
NETWORKING AND MEMBERSHIP

Professionals from local SMEI chapters provide résumé/interview advice and job shadowing programs for PSE students and projects for PSE chapters. SMEI sponsors an annual essay contest for a \$1,500 scholarship and trip to Oklahoma City to be a VIP among six major CEOs from national companies.

These two organizations have a strong strategic allegiance. In fact, every PSE collegiate member is also a member of SMEI and has access to a research library online at www.smei.org.

Though SMEI allows for networking, PSE also has the support of more than twenty national corporate sponsors that partner with the organization to provide speakers and job opportunities to all of the local PSE chapters.

Many PSE students are also members of Mu Kappa Tau, the only marketing honor society recognized by the Association of Collegiate Honor Societies. Membership is open to marketing majors or business majors with an emphasis in marketing. PSE faculty advisors nominate qualified students for membership into MKT and eligible students compete annually for scholarships up to \$1,500. ■



137

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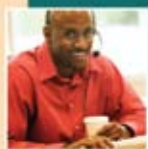
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