

Sales Education Myths

DEBUNKED




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THE MYTH:

I am not a salesperson, all I want to is work with Not-for-Profits (NFP) and they don't sell anything

THE TRUTH:

Nothing could be further from the truth as NFPs add tremendous value to society. Building relationships with

donors, volunteers, and clients/customers who use/need the services is vital and a key skill of sales professionals. Following is a reflection on a student's experienced, "In Dr. Hoyle's class, MKT 460 Organizational Selling, I had the opportunity to work with a student team to support a local not-for-profit business. In this project, we worked with the Isabella Child Development Center (ICDC) Thrift Shop. This semester-long project had us outside of our comfort zone to challenge us to make real-world decisions and suggestions that impact the future of the organization. In this work, we were client-focused and put our team's strengths, networks, and passions to the work to benefit a local charitable organization." 




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THE MYTH:

Salespeople are poor listeners

THE TRUTH:

The best reps know when to shut up and listen. There is a misconception that salespeople could be better listen-

ers. The start of my sales courses focuses on the fantasy or "myths" of the salesperson. Through this process, I learned that you could not get to the root of being a good salesperson until you address the misunderstandings about selling. One of the main misconceptions is poor listening skills. Many students have the initial perception that salespeople only listen to make a sale, and they do not truly listen to the customer. It's all about the all-mighty dollar. However, salespeople are exceptional listeners as there is complexity and skill to active listening. Salespeople listen with the intent of understanding the wants and needs of the customer. A good salesperson does not simply listen to respond but provides context and information about the product or service being sold. The salesperson understands that when you actively listen, the customer will tell them exactly how to make the sale. 

KEEP IN MIND Sales professionals and professors are a great source for Sales research.

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