

Everyone Is in Sales

Your title may not say "Sales", but you still matter in the selling process.

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I have a simple message that I tell anyone who asks: Everyone is in sales. A lot of you don't believe that. You might be thinking salespeople make cold calls and pound the pavement. They're the people that have that ugly "sales" word in their title and are the ones that are supposed to develop business for your organization.

When it comes to your job, however, you're thinking one thing: "Sales isn't MY job." You might work in accounting. Or operations. Or you're the owner of your distributorship. And any of those jobs to you, frankly, don't seem like sales positions.

Even if you are not officially in sales, guess what? You are still in sales. From accounting to the warehouse – *Everyone Is in Sales*. (I so firmly believe in this that I'm writing a book about it, due out in early 2012. Guess what the title will be? Consider this a sneak peek, and I welcome your feedback on the subject.)

I'm not writing this for the people who consider themselves salespeople (although I hope they enjoy reading it and take something from it). I'm writing it for the people who may have lost track of the importance of sales and the fact that they play a vital role in the sales process.

It doesn't matter what your title or job description is. It doesn't matter if you don't consider yourself outgoing, have the "gift of gab" or think you're a people person. Honestly, success in sales is not about how much you talk, but about how well you listen. It's not about how much you can sing the praises of your

Sales is a part of the communications process. Sales is not about gimmicks, nor is it about shortcuts or "new techniques." It is not about fast talking, bait-and-switch tactics or misleading others. On the other hand, what sales is *all* about is quite simple. It is about relationships and integrity; trust and being a good communicator; caring for others. See, it is really quite simple. If you do these things (and of course, most people do), you are in sales, because you are a communicator.

The entire sales process is sometimes looked down on by some due to a few unscrupulous, pushy and unethical salespeople who create a bad name for the profession. By and large, however, most of the salespeople I know have great passion for their endeavor and try to perform it as honestly and ethically as they can. If all salespeople are supposedly hucksters, why do clients stick by them? Because they accomplish their job with enthusiasm and are intent on making long-lasting relationships.

Everyone is in sales because we all have information that we need to share with other people. If something is important to you, don't you try to express it to another person? We have jobs to do, and don't you need to communicate to get things done?

You may not think of this as sales, but indeed it is. If you are in accounting you have to deal with people in order to get your job done, get money collected or close the monthly books. You are in sales, because without others, you will not get your job done. In operations, you have to communicate to someone so they know what is going on. When a problem develops, you have to get everyone on board to get it fixed. Trust me that this too is sales – just a different type of sales. What if you were talking to your boss during your annual review? During that instance, aren't you in sales?

My point is that you need to think about sales far more broadly – and far less negatively. And when it comes to actual sales with clients, everyone is part of the process that helps the "salespeople" do their job properly and effectively. That's the key to keeping clients and creating good business.

In all of the aforementioned instances, isn't it true that we are "selling," or to say it differently, trying to communicate a certain message? Are we not trying to get our point across and heard? I think we all would say yes. ■

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company, but rather about how many solutions you can bring to your customer's business. It's not about how much time you enjoy spending around other people, but is very much about making every such human encounter a valuable and unique experience. We all do these things – right?