

COLUMBUS BUSINESS FIRST

WHAT SHOULD PEOPLE CONSIDER BEFORE MOVING INTO THE FIELD OF SALES

If a person is considering switching careers and moving into the field of sales, they should consider the following:

Good companies hire for talent and attitude and train for skills. When companies review their turnover, most will find that they often hired people based upon what they know, but fired people based upon who they are. Although resumes are important, the more important indicator for success in sales will be the applicant's natural talents and attitudes in areas such as self-motivation, persistence, self-education habits and time management rather than the type of job or career they were in before.

Success in sales is usually determined in four areas: sales Skills, people Skills, life Skills and marketing skills. Sales skills are more easily taught than people skills, life skills and marketing skills. A great example of this would be a lady named Angelica, a sales representative for Chevrolet dealer in Texas. Angelica was a recent divorcee and mother with no work history when she was recruited to sell vehicles. Angelica has averaged between 18-20 sales a month now for 2 ½ years and made over \$120,000 her first year. The key to Angelica's success is her drive, persistence and the ability to treat people right. If one was to have judged her by her background, growing up poor in Mexico and with no work history, she would have been passed over. However, its talent and attitude that counts over skills in predicting sales success.

#