

## ***FIGHT THE RECESSION! - WHY YOU SHOULD CONSIDER A CAREER IN SALES***

Are you concerned about the outlook for your job? Are the prospects for the next 6 months to 1 year looking bright or are you in a sector that is been hit hard by the economic down-turn? Are you about to graduate and not sure where you should focus your job search? Now is the time to seriously look at your career path. As the bleak job news surrounds us and the economy slips further into a recession, there are sectors of the market place which offer continuing opportunities for growth.

Profit Magazine reported "Finding the right sales talent was one of the biggest concerns facing sales organizations today." The Manpower Inc. Annual Talent Shortage Survey reported "hiring sales professionals as a top priority for the past 3 years." Jobfox identified "Sales Representative/Business Development as the most recession proof profession career". Human Resources Development Canada (HRDC) stated "Even with Canada & the US in a recession sales positions will continue to weather the effects better than most other careers. "Sales and marketing workers tend not to lose or leave these jobs.

Clearly, a career in sales is and will continue to be in demand. I am sure you may be thinking; "I could never become a sales person, I'm not....." (You fill in the blank)! Many sales people never planned to pursue a career in sales. They usually just ended up there due to some turn of fortune. Once they become a successful sales person few would ever consider doing anything else.

Many quickly dismiss a sales career because of some common myths about sales people. I am sure you have heard them but you need to understand that they are not the truth in most cases.

- Sales people have to be able to talk a lot. Top sales people in their fields are not talkers they are listeners. They listen to your needs, your goals, and your problems.
- Sales people are aggressive. Aggression would turn off most buyers. It is more important to be sincere, helpful, empathic, passionate and knowledgeable.
- Sales people lack ethics. Any professional should always put their client's best interest ahead of their own. Trust is essential to building a successful career. It's never worth compromising your integrity.
- You are born a sales person. Was Tiger Woods born a great golfer? Great sales people are the result of hard work, passion, motivation to excellence and most importantly training.
- The internet is going to replace sales people! HRDC said it best; "The increasing use of information technology will likely increase opportunities in sales and marketing."

### ***Why Consider A Career In Sales?***

Why do people pursue a career in sales? Personal satisfaction & growth, freedom from the office, unlimited income potential, financial stability, perks (car allowances, trips, prizes, awards) and you can be an entrepreneur without the usual financial risks associated with self employment.

Are you into career advancement? Did you know that over 85% of today's CEOs, Presidents and senior executives come from a background in sales & marketing?

How many jobs exist where you are truly paid on your performance? When everyone around you is receiving a 1% or 2% cost of living increase or worse losing their jobs due to economic conditions, sales people have been known to go out and make double digit increases in their annual compensation program. If you want the ability to earn a six figure income then you should seriously consider sales. If you look at the average income for a Canadian you will find that sales people consistently earn well above the average



for their age group and education level. According to HRDC, “Business service professionals, including those in marketing, earned well above average for Canadians. Sales, marketing and advertising manager earnings were among the highest for occupations in sales and service.”

Whenever I speak to a group of people looking for career advice I always do this quick exercise I call: “So, *You Want to Make A Million Dollars*. Take your current career annual pay and divide it into \$1 million dollars. This will tell you how many years you must work to earn your first million dollars. In sales you can often increase your income by 25, 50 or 100 percent from one year to the next. Your road to a million dollars can be very fast if you are successful.

Would you like to be your own boss? Do you want to take control of your life? Does the idea of financial freedom excite you? Do you have the self discipline to work on your own to achieve your goals? If you answered yes to any of these questions then you are surely a good candidate.

### ***Can You Be A Successful Sales Person?***

Do you have transferable skills, are you a coach, or have you planned meetings or events? Do you train people on the products or services you currently use? Have you worked in retail? Are you creative, honest, passionate, enthusiastic, confident, persistent and hard working? Do you have good communication and listening skills? If you answered; “yes” then you already have many of the necessary skills.

It’s not as difficult as you may think to find out if a sales career is right for you. You can take a sales aptitude survey and see if you have the right personality and skills to be successful. These assessments and analysis tools require a few minutes of your time and are very inexpensive to use. Some assessment tools can even suggest what type of selling would suit you best.

Once you discover that you have the skills then it just a matter of training. Many companies hire “rookies” and provide their own training, or you can register for sales training classes. Many are offered over the internet or through sales training companies. Remember you may already have expertise in a field that can put you ahead of the game. Always use your strengths and focus on products or services that you know and are already passionate about.

If you are thinking of a career in sales, ask people you know to refer you to new and established sales people and ask questions. The motivation to take the first step towards a new career must come from you, not a school counselor, well meaning friend, family member or career counseling service. You must choose. A career in sales is a very important and noble profession but it is not for someone who is not prepared to make a commitment to the requirements at hand.

Remember the words of Henry Ford; “Whether you think you can or you cannot either way you are right.”

### ***Aim Higher!***

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