

# A Job or a Calling?

“When I was five years old, my mother always told me that happiness was the key to life. When I went to school, they asked me what I wanted to be when I grew up. I wrote down ‘happy’. They told me I didn’t understand the assignment, and I told them they didn’t understand life.” (John Lennon)

What is the difference between a job and a calling?

- A job is about a paycheck; a calling is about passion.
- A job is an eight-hour day; a calling is for a lifetime.
- A job is about getting to the finish line; a calling is about living the dream.
- A job is a place you go to work; a calling is the life you live.
- A job feeds the wallet; a calling feeds the soul.
- A job means you work to live; a calling is a place of self-fulfillment.
- A job means watching the clock; a calling means listening to your heart.
- A job is a paid position; a calling is a dedicated profession.
- A job earns you a vacation; a calling earns you a vocation.
- A job is working for a promotion; a calling is satisfying your purpose.
- A job asks the what and how of work; a calling answers the why of work.
- A job is a means to an end; a calling is an identity.

Value-added salespeople view sales as a calling, not a job. For them, it is more about making a difference than just making a deal. They sell to the customer’s needs, not necessarily against the competition. It is more about opening relationships than closing sales. Value-Added Selling is a calling, not just a sales call. It is a philosophy of actively seeking ways to create something of value for the customer. Value-added salespeople believe that the sale is more about the customer than themselves. They believe that a person of value gives more than he or she receives.

Please join us in sharing this philosophy with others. Share it with your example, your performance, and your results.

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Author byline: Tom Reilly is a professional speaker and author of twelve books. Tom is literally the guy who wrote the book on *Value-Added Selling* (McGraw-Hill, 2010), the book that started the value selling revolution. For more information on Tom's presentations, training, and products, visit his website [www.TomReillyTraining.com](http://www.TomReillyTraining.com) or call his office, 636-537-3360.

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