

WHAT I LOVE ABOUT SALES

In sales, there are winners and there are losers.

We have become a society where merely showing up is good enough. That is not true in sales. No one is paid to show up in sales. Order takers should be replaced by the Internet. Salespeople are not paid to make calls; they are paid to make sales. In fact, some industries call their salespeople "producers" to reinforce the notion that they are paid to produce, not just to participate. There are no ninth-place trophies in the life of the professional salesperson.

If companies structure their compensation plans correctly, they reinforce solid performance and high achievement. If companies miss the mark on compensation plans, they create frustration and reinforce the wrong thing. Our study of top achievers proved this. Top achievers want to be paid what they are worth; one-in-three is a full-commissioned rep.

In professional selling, you prove your value every day. You prove your value to the customer, and you prove your value to your company. If you prove to be a cost center versus a profit center, you're gone. That's the way it should be. This is what makes sales a great profession. Some people find this assessment of our profession too harsh to handle. That's fine. Sales is not for everyone. If it were, everyone would do it. It is for those people that want to create something of value and be compensated for it. I am thrilled to be in a profession that recognizes achievement and rewards performance.

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 or call his office, 636-537-3360.