

# Sales People are Professionals

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Many people in sales feel like they are not professionals as compared to doctors, lawyers, accountants, etc. In fact, many sales people might feel that like they are second class citizens or they feel the general population thinks that sales people are some kind of pond scum.

If you think selling falls into any of these categories, you would be wrong. For my family and I, selling has been a very rewarding career both financially and self developmentally. Think about it, we have the best economy in the entire world. However, our whole economy is based on someone buying and someone selling.

There is nothing to be ashamed of by saying you're a professional sales person. You might not like the looks you get but you know John Q Public can't survive without us.

What makes a professional? A professional is characterized as any individual requiring specialized knowledge, possible technical knowledge, conforming to ethical standards and engaged in receiving a financial return.

I realize that the definition may fit doctors, lawyers, accountants, engineers, but it also applies to sales people as well. Technical knowledge means that we must learn as much as we can about our products and [services](#) which includes features and benefits plus all the mechanics of how business is done between two parties.

Not only do we have to learn about our own products and services, we have to learn as much about our competition as well.

We spend a life time learning how to be the best communicators we can possibly be. It is probably the most difficult skill one can learn and develop. Rocket scientists can build a rocket, but they probably couldn't sell it, for a profit. Unfortunately, most sales people try to learn selling skills by the seat of their pants. They may have 20 years sales experience but what they really have is 1 year sales experience, 20 times.

Professional sales people invest in themselves in [training](#) that reinforces their skills no matter what happens to the economy or how the market changes.

Specialized knowledge in sales is communication skills. Doctors, lawyers, accountants invest in themselves to develop their specialized knowledge every year. Sales people specialized knowledge is their communication skills but what do most sales people do to reinforce their skill level? Nothing, That's right, Nothing.

Would you go to a surgeon for an operation that hasn't cracked open a medial book in 20 years. Maybe the reason why John Q. Public shows little respect for sales people is that we do not grow professionally in our careers because we don't seek the continuous [training](#) and development of our skills like other professionals.

The selling profession have been tainted by unethical sales people scamming the public. Phrases such as "Buyer be ware!" "Don't tell a sales person too much, they may use it

against you" probably came about because of unethical practices of sales people. Sales people are entitled to make money but don't be a pig.

Never do or say anything that would purposely harm your prospect even though sales people have to take a lot of abuse. A true professional always displays behaviors far above any prospect's behavior. Learn to be a Professional Sales Person.

Professionals stay objective, they don't get emotional. Ever go your doctors and get back news. Notice your doctor may be sympathetic, but they don't get emotional.

We wouldn't want them to be. As professional sales people, we have to do the same but a lot of times we don't stay objective.

We start to form personal opinions about our prospect because the prospect becomes resistant or nasty. We have to step back, staying completely objective leaving our emotions at the front door step, analyze and diagnose the customer's real problem and provide the solution. Professional sales people acquire the skills and behaviors to stay objective. It is not an easy skill to learn but it probably wasn't easy for your doctor either.