

So what does a selling agent do?

It has become apparent that not everybody knows what a selling agent does. I believe the job is quite important. After all, if you don't drive sales to your businesses, how are you going to make it over the long haul. As someone who has spent a good deal of his career in sales, I can safely say that the job of a selling agent is quite involved. This could include doing all the groundwork necessary to reach, qualify and close business on behalf of the company. In addition, you may have to do direct mailing, follow up and make appointments to represent the company at different functions etc. While you are doing this work for a company you become their agent and therefore you accept an agreement to act on their behalf. In fact, depending on the extent of your exclusivity and how your sales agreement has been structured, you may have to take personal responsibility for what you do for the company. Certain laws of agency will come into play and if you are thinking about becoming an agent, you should consider consulting an attorney. Recently, I read a section of the Journal News (Lower Hudson Business) that focused on many different aspects of sales and the importance of being able to sell and the fact that we all are exposed to some form of selling on a daily basis. This was an excellent primer for anybody who is thinking about getting into a career in sales or wanting to know what selling is all about. Something as simple as just getting back to a customer in a timely manner may make the difference of whether you are going to have a relationship or not with that customer. Your concern to help the customer resolve his inquiry is what first must be done to develop a relationship. I have found that solid relationships can be built on your credibility as an individual and your sincere concern to take care of the customer. Let me tell you what it takes to be successful as a selling agent:

You have to know sales and marketing as a discipline.

You have to be familiar with what you are selling and competent in your knowledge of the product/service/concept.

You have to be confident in how you approach your selling strategy.

You have to know that you are a professional when you contact a customer.

You have to be purposeful in the development of your clients' business.

The one thing I have learned during my journey in sales is that everyday you have to be prepared, willing and able to continue the learning process because you must always be on top of your game if you want to be successful in sales.

The writer, Gerard P. Santini, started his own company, Marketeers & Assoc. International that specializes in outsourcing the sales and marketing function.