

Sell like the 'hard' salesmen of Mumbai.

'Hard' a slang commonly used by the locals that means excellent, good, brilliant, witty, or anything in that variation depending upon the context. Sachin Tendulkar was a 'Hard' batsman. Biryani is a 'Hard' delicacy. Now that the concept of 'Hard' is clear, we move to the most prime example of it. The salesmen of markets of Mumbai. Every market has a speciality here, Bandra and its fashion, Town and its food and so on and so forth. Markets of Mumbai host the highest amounts of crowd compared to any other marketplaces in India. Markets that kindle the spark for big talents.

The wider the market the more competition. Every product is subject to being overshadowed or outsold by an alternative. Every business has a risk of failing not because of the product flaws but because of sheer lack of marketing and/or selling. This ensures the survival of the fittest, and the shops and stalls that remain for years are from amongst the absolute smartest and clever business models of all time. This blog speaks about my personal observations amongst the salesmen of these markets that make them sell, practically anything.

- **Generation of Need:-** The most important concept of upselling. If you are unlike me and are from amongst those with the average level of financial maturity you will not buy anything you don't need for yourself or for your loved ones. There are many ways to go about this but the best of them all is to ask questions. The salesmanship of making the customer sit and ordering them a tea or a falooda while presenting them with options aims at getting a brief idea of the customer's personality. Open ended questions, and open minded conversations and waiting for the exact time to pitch the most relevant products or to adjust the price of a product based on what the customer needs it for is an art these salesmen have expertized in.
- **Flattery:-** A very controversial term to use. Psychologically speaking, the majority of us are motivated to go ahead with or do more of something if we are appreciated for it. On the busy streets of Bandra or the sophisticated markets of Lokhandwala you will find salesmen complimenting any and everything you try on from their stores. You could wear the brightest of yellow shirt with an orange colored jeans and they would swear that your looks would slay the likes of Shahrukh and Salman. Trivial as it sounds it still works on at least half of the crowd in those markets.
- **Confidence:-** Comes from product and market knowledge. Ask yourself this would buy something from someone who doesn't even like their own product? These salesmen act as if their products are from the lost treasures of Atlanta. Every flaw would have a witty reply waiting for it. Every salesman thinks that his product is the ideal for the need it is meant from hence convincing the customer to believe in it too.

Spotlight: You would see men on streets of Andheri with [watches](#) sinking to the bottom of a filled bucket. Why is that? They would just give a guarantee or warranty for the watches being waterproof if that's what they wanted to show but the goal is not just guarantee but stand out. A mere display of a lot of watches sunk in water attracts the attention of anyone passing by. The smaller shops scream out the most creative two liners in order to attract attention. In a local market in the Vaishali nagar of Jogeshwari a Fruit stall owner markets his watermelons by yelling out "shakkar ko takkar" which funnily means "rival of sugar". Stunts like these attract a higher amount of audience hence increasing the amount of buyers.

-

These however are only few of all the relics these street-crafted men have to show. Their knowledge of the market and their understanding of customer psychology through the testing experiences in a city like Mumbai crafts them into talented, talented men. Men who have half the academic achievements as us yet could teach us a completely foreign set of philosophies. I like to think that we are always selling. Sometimes ideas, sometimes our own selves in an interview, sometimes what we feel to be is right to sometimes trying sell our own perceptions of reality to ourselves. Selling is merely convincing. Selling is an everyday concept. So if we are doing it, might as well do it like the 'hard' salesmen of Mumbai.