

**Sales** are activities related to selling or the number of goods or services sold in a given time period.

The *seller*, or the provider of the **goods or services**, completes a sale in response to an **acquisition**, **appropriation**,<sup>[1]</sup> **requisition**, or a direct interaction with the *buyer* at the **point of sale**. There is a passing of title (property or ownership) of the **item**, and the settlement of a **price**, in which agreement is reached on a price for which transfer of ownership of the item will occur. The *seller*, not the **purchaser**, typically executes the sale and it may be completed prior to the obligation of **payment**. In the case of indirect interaction, a person who sells goods or service on behalf of the owner is known as a **salesman** or **saleswoman** or **salesperson**, but this often refers to someone selling goods in a store/shop, in which case other terms are also common, including *salesclerk*, *shop assistant*, and *retail clerk*.

In common law countries, sales are governed generally by the **common law** and **commercial codes**. In the **United States**, the laws governing sales of goods are somewhat uniform to the extent that most jurisdictions have **adopted** Article 2 of the **Uniform Commercial Code**, albeit with some non-uniform variations.

Month	Sale	Expenditure
January	7688	6764
February	4355	3211
March	2361	1234
April	8794	4356
May	6743	6543
June	3244	4533

A person or organization expressing an interest in acquiring the offered item of value is referred to as a potential buyer, prospective customer, or prospect. Buying and selling are understood to be two sides of the same "coin" or transaction. Both seller and buyer engage in a process of negotiation to consummate the exchange of values. The exchange, or

selling, process has implied rules and identifiable stages. It is implied that the selling process will proceed fairly and ethically so that the parties end up nearly equally rewarded. The stages of selling, and buying, involve getting acquainted, assessing each party's need for the other's item of value, and determining if the values to be exchanged are equivalent or nearly so, or, in buyer's terms, "worth the price". Sometimes, sellers have to use their own experiences when selling products with appropriate discounts.<sup>[2]</sup>

Although the skills required are different, from a management viewpoint, sales is a part of **marketing**.<sup>[3]</sup> Sales often form a separate grouping in a corporate structure, employing separate specialist operatives known as *salespersons* (singular: *salesperson*). Selling is considered by many to be a sort of **persuading** "art". Contrary to popular belief, the methodological approach of selling refers to a *systematic process of repetitive and measurable milestones, by which a salesman relates his or her offering of a product or service in return enabling the buyer to achieve their goal in an economic way*.<sup>[4]</sup>

According to a 2018 survey of salespeople, selling has become more difficult in recent years due to changes in technology and general access to prospects.<sup>[5]</sup> While the **sales process** refers to a systematic process of repetitive and measurable milestones, the definition of the selling is somewhat ambiguous due to the close nature of **advertising**, **promotion**, **public relations**, and **direct marketing**.

Selling is the profession-wide term, much like **marketing** defines a profession. Recently, attempts have been made to clearly understand who is in the sales profession, and who is not. There are many articles looking at **marketing**, **advertising**, **promotions**, and even **public relations** as ways to create a unique **transaction**.

Many believe that the focus of selling is on the human agents involved in the exchange between buyer and seller. Effective selling also requires a **systems approach**, at minimum involving roles that sell, enable selling, and develop sales capabilities.