

## CHAPTER TWO

# **SALESPEOPLE MAKE THE WORLD GO ROUND**

## **SALESPEOPLE DRIVE ENTIRE ECONOMIES**

Career salespeople are vital to the dynamics of any economy. Without salespeople, every industry on the planet would stop cold tomorrow. Salespeople are to the economy what writers are to Hollywood. It's been said that even God and the Devil need good salespeople.

Selling is the last great truly free-enterprise opportunity available today; in sales, an individual can work for himself, be accountable to himself, and make his dreams come true. Literally, with a pen to sign contracts and a commitment to excel, you can become whatever you want! For those who are willing to commit to selling as a career and to continue to learn how to master it, there are no limits. Do so and you'll be rewarded with all the treasures that exist. Learn the great art of selling and you will never be without work, because you'll always be needed by others. Learn how to control the entire cycle of selling from start to finish, and you'll have the confidence to go where you want, do what you want, sell whatever product you want, and know with complete conviction that you can have whatever you can dream.

The world would stop turning without salespeople. If a product isn't sold and moved on to the public, factories stop, production stops, there's no need for distribution, no need for storage, demand for shipping is reduced, and advertising stops. The burden of the entire economy of our culture today rests on the ability of salespeople. The economic engine of society relies completely on the ability to get products into the hands of consumers. If the consumers don't buy it, the factories won't make it.

Salespeople drive products, individual businesses, complete industries, and whole economies. Like many people, I went into sales when I got out of college because I didn't know what I really wanted to do with my life. I decided to try selling until I found a "real" job. I chose sales because it was easy to get into and I didn't have to make any life-changing decisions. Even after making my decision, my family, friends, and teachers rebuked me, saying that I should get a "real" job.

The problem for me was that the so-called "real" jobs didn't appear to pay "real" money—plus they seemed to be boring traps that sapped the life out of people. The only thing I could associate these "real" jobs with was the teachers who promoted them. Even today, these "real" jobs come with "real" titles, like doctor, lawyer, accountant, nurse, chemist, engineer, stockbroker,