

Introduction: Who Is This Soulful Salesman?

Soulful Salesman (definition): One who demonstrates expressive, sensitive, eloquent, moving, profound, meaningful, and heartfelt concern for his/her clients and customers.

And how does one know when one has become a “soulful salesman?”

Jack Carew: “You will be able to say you have done your best at selling when you satisfy your customers’ needs on a steady and consistent basis. As a professional salesperson, you can’t satisfy those needs unless you know what they are and appreciate the person who has them.”

Elwood N. Chapman: “When you listen respectfully, help clients make a decision, and then compliment them for making a good one, you help them feel better about themselves. This creates a better relationship between you and your customer.”

Jeffrey Gitomer: “If you cannot distinguish yourself from the competition, you will only sell based on price. . . . All things being equal, people want to do business with their friends. All things being not quite so equal, people still want to do business with their friends.”

Martin Luther King: “If a man is called to be a street sweeper, he should sweep streets even as Michelangelo painted or Beethoven composed music or Shakespeare wrote poetry. He

should sweep streets so well that all the hosts of heaven and earth will pause and say, 'Here lived a great street sweeper who did his job well.'"

Michael LeBoeuf: "Treat your customers like lifetime partners."

Mary Margaret McBride: "If I have a formula or rule, it can be summed up in a single, too-familiar cliché: honesty is the best policy. This, undoubtedly, is an oversimplification of a rather complicated relationship between my products, my sponsors, my listeners, and my radio program. I have a genuine affection and respect for all of these, and this big lovefest is what has hung the label of 'saleswoman' on me."

H. A. Overstreet: "Different is the salesman who shows respect for our intelligence, who tries to get us to express exactly what we ourselves wish, who listens to us as effectively as he talks to us; above all, who is cordial to us even after we have refused to sign."

Tom Reilly: "Have you hugged your customers lately? Have you told 'em that you care? Have you reached out boldly . . . and said, 'We know you're there?'"

Steve Schiffman: "Selling is nothing more than asking people: what they do; how they do it; when they do it; who they do it with; why they do it that way; and then helping them do it better."