

## The Kinds of Salespeople and What They Do

Many people commonly exchange the words marketing and sales but in fact the two are very different things. Though both involve the exchange of products or services for money they go about things differently. Marketing is a bit more wide-scale while sales involves a lot of persuasion and direct interaction with clients. This article however is about sales and discusses three qualities of salespeople.

People who work in sales are called by several names. These include brokers, salespeople, agents and sales managers. As indicated by their different names, these people have unique ways of going about their work. Real estate salespeople for example, help people in buying property and goods. Pharmaceutical salespeople on the other hand must have a great understanding of pharmacy, medicine and the sciences before they can even think of selling their items to hospitals and health centers.

An expertise in the objects that they are selling is extremely vital for salespeople. If you are not familiar with the things you are selling, then you don't have any business selling it.

There are many kinds of salespersons, with different kinds of jobs. Sales brokers or seller agents, for example, are the traditional salespeople that we know. These are salespeople who represent their company or employers and try to make a deal with their client.

Transaction brokers are the people who represent neither of the two parties involved in a deal or transaction. Because of this unaligned status, transaction brokers usually are seen in big transactions. On the opposite end of the spectrum is the disclosed dual agent, who represents both sides works to ensure that both parties get the best deal for their money

Finally there are sales managers whose job it is to implement strategies and other management techniques. They manage the team of salespersons under them and lead them to the right direction. An effective sales manager is needed for a company to get the optimum sales performance to be number one.

## About the Author

Want to know the right kinda people to hire? Read the [Salesperson Job Description!](#)

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