



# SVF Flow Controls

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## ***The Salesman Today***

***Flowrate - May 2017***



If you ask most people today where salespeople rank amongst all professionals, they are likely to say somewhere near the bottom. The used car salesman is perhaps the dregs of the lot. Valve salesmen don't necessarily have a place, hopefully because we have evolved away from the notorious reputation of those who have not.

Essentially, the first classification of sales types had sales people placed as The Music Man. Successful selling back a hundred years ago relied on their personality, their ability to charm customers. The prevalent mythology was that "Good salesmen are born, not made." Consequently, few companies provided any serious training or overseeing. Little if any attention was given to performance metrics. Hence, the perception of salesmen was born in this era. Harold Hill of The Music Man could persuade anyone to buy almost anything!

With increased industrialization after WWII, many prospective buyers needed to pay closer attention to details and product performance. Sellers therefore began to train their sales forces in product features. The prevalent mood sprouted that "a good salesman knows his product." While personality didn't disappear altogether, sales presentations tended now to become product pitches to where they became "canned presentations." Salesman now were Animated Catalogs.

As competition became more intensive, this robotic salesman then evolved into a programmed manipulator. Salesmen now were being trained "control the sale." Companies created a "road map of the sale." The salesmen were taught to "sell the sizzle not the steak." This attitude produced a generation of salesmen who equated selling with outwitting the customer through a Magic Formula.

Ultimately, buyers demanded more professionalism from sales types, asking probing questions that required genuine advice not sales speak. Promises of performance were required; product specifications became tighter; and the cost was a sum total of price and performance. The actual sales became a two-step process: to determine and articulate the real application; and then to present the solution holistically. This kind of selling forced the salesmen to become more analytical and inclusive of the wide range of factors affecting a buyer's decision. Success became a function of how well a salesman could demonstrate the superior advantages of his product on multiple planes.

Today, we now have the Consultative Salesman.

At SVF Flow Controls we post our Purpose Statement throughout our offices, "To serve the process control marketplace as a valued resource and advisor on flow control applications."

Our team is prepared to assist you with selecting the exact valves, actuators and controls for your applications.

***What do you need Today?™***