

## “Death Of A Salesman”

By Monte Pendleton, a Silver Fox Advisor

Over time we have watched many occupations become obsolete or of greatly decreased value. Some workers have been replaced by machines; others have seen their jobs completely disappear. Factory workers, miners and farmers are good examples of jobs being replaced by machines. Wagon makers, ice men, and telephone operators are examples of jobs that have completely disappeared. We now read that lawyers are rapidly being replaced by computers. Who will be next?

It could be the venerable salesman. Sales people have typically been in continuous demand, good times or bad. Businesses have always needed sales and salesmen, even more when times were hard. How could it be that they may not need them in the future?

In the past, and even now, most businesses sold their products to the customers. But silently and insidiously the market is changing. Customers are now **buying**, not being **sold**, and the businesses that have taken note of this are running off with the business. Businesses like Amazon have no salesmen, but they do a land office business. What is their secret? They have recognized that more and more, customers just want a selection of products made available to them so that they can **select** what they want to buy. They don't want to be **sold**. And they want to do it from their living room at midnight.

Businesses of the future must move toward readily available information and convenience of purchase. Internet businesses can appeal to worldwide buyers, twenty-four hours a day. And if they can offer fast delivery at fair prices, they will achieve good success without sales personnel.

The answer used to be location, location, location. Now you can be anywhere physically, but you better be quickly locatable and convenient on the internet. Businesses with stores, showrooms, inventories and sales personnel will more and more become merely facilitators for lookers who end up buying from the more cost efficient and cheaper Internet businesses.

Now may be the very best time to reinvent your business and start catering to the modern-day **buyers**. It may be time to figure out how to let social media and the Internet begin taking over your selling job. If so, the Silver Fox Advisors can provide experienced, cost effective assistance. ♦

