

## **Why Do We Need Sales People**

Simple. Imagine a scenario. You got your dream business, and you made a brilliant product or came up with an extraordinary service. But if you keep this valuable commodity under your bed in your basement nobody will ever know about it, nobody will ever get a desire to get it, and you will sell zero of it.

That is why sales people are so valuable. Sales people get the word out. Sales people inform, educate and increase desire towards your products and services, which investable will end in sales.

With sales, you actually have a business going, and some sort of economy that allows you to sustain that business and ensure the survival of yourself, family and team. All because of sales people.

So if one wants to survive in this world, he better learn and do sales, or get the right people to do sales for him.

Sales people are the vital sustenance and blood of today's economy.