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Who Is the World’S Greatest Salesperson?

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Who do you believe is the world’s greatest salesperson? Perhaps Zig Zigler, the Rev. Norman Vincent Peale, President Obama or that guy who sold you the Yugo back in the ’80s?

Well, if you ask my opinion, the greatest living salesperson has to be Steve Jobs.

If you don’t agree, consider the fact that not long ago people stood in line for hours to buy a product, the iPad, they didn’t even know they needed or wanted until earlier this year. Actually, they didn’t know they needed it until Steve told them they did.

Not only did they stand in line to buy the iPad, but they also cheered for one another as they shelled out money.

How many salespeople do you know who have people line up to buy their product and cheer for each other as they shell out their money?

Jobs and the company he runs is exciting. It’s an excitement people want to be a part of, perhaps camping out overnight to hear him speak or to buy one of his insanely great products.

Third, for all his wealth and power, Steve Jobs still seems like a regular guy. The first time I watched Steve deliver a MacWorld keynote address, he did not meet my expectations.

Having heard of his reputation as a master motivator, I expected an amazing delivery that would leave the listener enthralled. Instead, a normal-looking guy took the stage in blue jeans and a black mock turtleneck sweater.

In fact, when he spoke, it didn’t even sound like he was making a presentation. It actually sounded like a regular guy, who I could relate to, having a conversation with me. I believe his accessibility is what makes him such a persuasive presenter.

So there are my three simple observations about master salesperson Steve Jobs. He’s a guy you can relate to, who is totally committed to the customer and who has great products.

Isn’t that the kind of person you want to buy from? Isn’t that the kind of salesperson you want to be?

Thanks for listening to my opinion. Now, I would like to know who you think is the greatest living salesperson.

Please drop me a note with your opinion at dshepherd@georgiasouthern.edu or tweet me at sellingprof.

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