

Alison*s Art, Inc.

MARKETING BYTES

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R.A.T.S. Part 6: Two Approaches to Sales

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This Business Issue will focus on **Two Approaches to Sales** for one's business services and/or products. They are:

ACTIVE SALES and PASSIVE SALES

For many businesses, **Sales** is considered to be an essential yet challenging aspect of business ownership. There are professional salespeople who are considered able to sell anything to just about anyone.

This type of sales philosophy can tend to apply to products rather than services but does not have to be exclusive to either. These can be the characteristic motivations for doing **Active Sales**:

- *Creating a need*
- *Filling a need*
- *Gaining financially*
- *Fulfilling a sales quota*

There is another approach to Sales that involves awareness and education; then representation and promotion. This usually applies more to services than to products but is not exclusive to either. These can be the qualities and motivations for doing **Passive Sales**:

- *Desiring to educate the public or business community to the benefits*
- *Filling a need*
- *Offering something of value without cost to the public or potential clients*

Both **Active** and **Passive Sales** have their time and place. It is important to know which is best for your business and when. Future **Business Issues** will focus on this topic.

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