

consensus THE HISTORY of SELLING

Sales & Marketing Through The Ages

In the beginning



Bartering
Trade-offs are made for goods and services until 1200 BC when shells are introduced as currency.

9000 BC



Direct Sales
Traveling merchants emerge to facilitate trade. The Code of Hammurabi sets laws to protect sellers in 1772 BC.

2000 BC

Many centuries later

Sales Trivia

In 1916, the Pure Food and Drug Act sought to minimize the sale of fraudulent patent medicines. While investigating "Stanley's Snake Oil" they found the ingredients were mineral oil, beef fat, red pepper, and turpentine... and not a drop of snake oil.

Snake Oil Sales

Salespeople travel the United States peddling bogus medication. Salespeople visit small towns to avoid their spreading reputations for swindling townsfolk.



1800's



1839

Poster Advertisements



1861

First Mail Order Catalog



1867

First Billboard



1886

Pyramid Sales

The National Cash Register establishes the first reseller network. Salespeople find and sell to the most influential businesses in town and reward them for facilitating future sales.

Sales Trivia

Originally resembling reseller networks, today "pyramid sales" calls up the image of multi-level marketing and scams. While appearing like easy money, on average, **99.7% of people entering into MLMs lose money.**



1916

Trust Based Selling

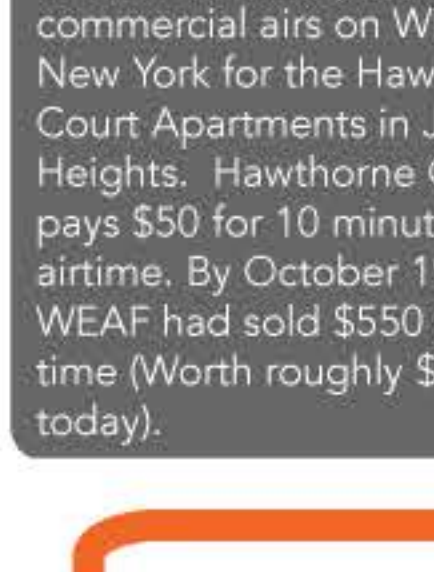
The World Sales Congress announces that building trust with customers is the most effective way to sell.



1923

Scientific Selling

Salespeople begin learning phrenology. Prospects' foreheads are measured to understand their buying behavior.



1922

In 1922 the first paid radio commercial airs on WEF New York for the Hawthorne Court Apartments in Jackson Heights. Hawthorne Court pays \$50 for 10 minutes of airtime. By October 1922, WEF had sold \$550 of air time (Worth roughly \$7,500 today).

Brand Advertising

Brands use radio to spread awareness and leverage their reputation to sell. Salespeople begin to rely on brand equity to close deals.



1925



1929

Black Tuesday

The stock market crashes October 29, 1929. International trade plunges more than 50%.



1929

Mood Selling

Bible salespeople use children to manipulate prospects' emotions. This technique is highly effective during the great depression.



1930's

Barrier Selling

Door-to-door sales people use leading questions to trick buyers into sales. Salespeople wear thick shoes to keep doors from being slammed in their faces.



1936

Relationship Selling

Salespeople are urged to understand customer thinking and befriend them. Dale Carnegie publishes *How to Win Friends and Influence People*.



1940's

S.E.L.L.

Retail sales are made by telling customer success stories and explaining benefits. Customers are often overwhelmed by the information.



1941

First TV Ad



1949

Death of a Salesman Written



1940's

ARC: Cross/Up Selling

Salespeople focus on cross selling and up-selling. Customers often leave with much more than they intended on buying.



1941

The first television ad airs in 1941. The ad is for Bulova Watches and shows a second hand making a full minute rotation on a clock face.



1950's

Formula Selling

Salespeople take a key from advertisers and use memorized presentations to close deals. Formulas such as AIDA (attention, interest, desire, action) reign supreme.

Sales Trivia

David Ogilvy develops sales and advertising formulas (many of which are still in use today) and earns the unofficial title of "the father of modern advertising." Prior to being an ad man, he sold stoves door-to-door "to nuns, drunkards, and everyone in between."

Xerox invests over \$10 million in order to develop Needs Satisfaction selling and training programs. In 1972, Xerox forms Xerox learning systems to sell the new methodology to hungry salespeople.

Needs Satisfaction

Xerox develops the first real sales methodology. Sales are highly product focused (e.g.: the Xerox 813 Printer).



1968



1970's

Strategic Selling

Xerox continues to develop its methodologies and tailors them to highly complex B2B sales. This strategy targets key decision makers in organizations and proves highly effective.

Sales Trivia

Miller Heiman publishes *Strategic Selling* in 1988. It is developed from the combined experience of **15,000 customer engagements.**



1984

First Online Store

E-commerce is in full swing by the mid 90's. eBay is founded in 1995. The first item sold is a broken laser pointer.



1984

Glengarry Glen Ross on Broadway

Due to the play's affinity for profanity, the cast of the 1992 film adaptation lovingly referred to the film as "\$!%*& Salesman."



1986

CRM

The first glimpse of CRMs is developed in 1986. ACT!, the first contact management program, resembles a digital rolodex.



1988

SPIN Selling

Neil Rackham publishes *SPIN Selling*. Selling becomes more consultative and focuses less on the ABC's (always-be-closing) of sales.



1990

Powerpoint Released



1994

Solutions Sales

Mike Bosworth's *Solution Selling* takes hold and becomes a celebrated sales methodology through the mid 2000s.



1995

Remote Sales

Webex is founded in 1995. Screen sharing makes onsite B2B sales irrelevant. GoToMeeting is re-released in 2004.



1997

First Mobile Sale

The internet, CRMs, and mobile increase customer knowledge. Salespeople struggle to remain relevant in the sales process. It's estimated that **60% of the buying decision is completed before contacting a sales rep.**



1999

Marketing Automation

CRMs evolve into marketing automation platforms. Eloqua is founded in 1999.



1999

Sales Force Automation

Sales force automation develops from CRM technology. Salesforce.com is founded in 1999



2004

Customer Centric Sales

Mike Bosworth writes *Customer Centric Selling*. Relationships with customers are encouraged. Salespeople go above and beyond to satisfy customer needs.



2011

Challenger Sales

Salespeople take control of the sales conversation with their knowledge of the customer's business. A direct contrast to Customer Centric Sales.

Sales Demo Automation

Sales and marketing presentations and demos are automated. Repetitive aspects of sales are eliminated allowing salespeople to spend more time engaging customers, closing deals, and scaling sales.



2013

consensus Drive agreement. Drive sales.



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