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Abstract (Document Summary)
THE UNFLATTERING PICTURE OF THE SALESMAN IN THE GAMUT OF LITERATURE FROM FARMERS DAUGHTER JOKES TO O'NEILLS THE ICEMAN COMETH IS AN ACCURATE REFLECTION OF HOW THE PUBLIC VIEWS HIM. THIS IS NOT FAVORABLE TO THOSE BUSINESSES DEPENDENT ON DIRECT SELLING. IN CORRECTING THE PUBLIC VIEW, THEY MUST REEVALUATE AND UPGRADE THE SALESMANS JOB IN ORDER TO ATTRACT AND KEEP PERSONS OF HIGH QUALITY. MANAGEMENT SHOULD REEVALUATE THE PRODUCT THEY OFFER THE SALESMAN IN TERMS OF A JOB OPPORTUNITY, USING THE SAME OBJECTIVITY AS THEY DO IN ANALYZING THE CUSTOMER MARKETS FOR THE GOODS THEY PRODUCE. THE SAME APPROACH SHOULD ALSO BE APPLIED TO THE MANAGEMENT OF PROMOTION AND/OR COMMUNICATIONS DESIGNED TO AFFECT PUBLIC ATTITUDES TOWARD THE BUSINESS COMMUNITY.