

Are You an Online Sales Person?

While many people balk at the thought of going house to house as a sales person, they are only too happy to become an affiliate marketer. Actually these two occupations are more similar than you might think.

Most sales people are paid commissions on their total number of sales. This is why they actively knock on doors, to aggressively drum up more business. The more they sell the higher their take home pay will be.

An affiliate marketer also gets paid, usually a commission percentage, on sales they generate through their affiliate links. They, of course, are working online from home, so there is no physical knocking on doors.

Can you see how the two are very similar? Yet if you were to ask affiliate marketers if they would become sales people, their answer would be an astounding no!

This may be due to having to walk or drive around all day looking for sales. Or it may be the reputation that sometimes follows salesmen around. Who hasn't experienced someone knocking on your front door in an attempt to sell you a magazine subscription or a new vacuum cleaner?

It seems that affiliate marketers are seen in a higher regard. They work from home on their computers and drive traffic (visitors) to someone else's website. This is done by using an affiliate link, which really is a fancy tracking system. When the link registers a sale, the affiliate is credited with a commission. On pay day totals are tallied up and commission payments are sent out.

Sales people will get their commission checks on a regular basis as well, this may be weekly, bi-weekly or monthly. The amount is also derived from the number of sales they made.

Both types of people have to know the products that they are selling, they must find customers and they have to do this repeatedly. The main difference is one is home based while the other includes travelling.

The appeal of affiliate marketing is that it is based upon your performance. The better you market your product, the higher your commission check will be. Ditto for the sales people!

An affiliate marketer acts as a liaison between a vendor - owner of the product or service - and the potential customers. They must connect the two and show them how they can both benefit from each other.

Are you beginning to see how the same things apply to sales people? Yet their occupation is not always held in as high regard.

Remember affiliate marketing really only began after the Web was introduced to the world. Otherwise everyone would still be regarded as salesmen!