In constantly doing what is good as commanded by his nature, man becomes one with the natural law, is attuned to the rhythm of the universe and thus enjoys peace and happiness.

According to Ruch (2000), it is important not only to get along with people, but also to have qualities that could influence to follow the course of action he advocates.

Salesmanship is a form of leadership because it involves influencing people, since it is the art of selling something. The successful salesman influences people to buy whatever he is selling. A teacher, a clergyman, a politician, a social worker, a businessman – almost all people are salesmen. Everyone has something to sell, even if it is just acceptance of ideas.

Maslov (2019) share ten (10) stages of salesmanship.

1. **Have something people need** – in this stage, a sales talk is not necessary. The customer will directly go to you instead of the reverse.
2. **Know what you want** – being aware on what you want out of the consuming public and work on it. Remember, what you want of an individual may not be the same thing that you want of an audience.

3. **Create pleasant interest** – this calls on how your selling prowess works. The prospect may not know anything about the wares you are selling, whether it is something concrete like an article or something abstract like subject matter. Giving concrete details about the product may arouse the interest of the customer.

4. **Be enthusiastic** – as stated “Enthusiasm arouses enthusiasm.” Your attachment about the product you are selling will be transmitted to the customer.

5. **Select what will appeal to the prospect** – Be a creative entertainer, use your selling point that will interest the customer. Different customers’ taste caters different style of selling.

6. **Let the other person talk** – Pay attention, listen to your customer objections and be able to counter act them – the result, the prospect may be encouraged to buy.

7. Get the customer to act overtly, whether favorably or unfavorably, remember his/her action, you can see what his/her objections are, where your weaknesses lie, and be ready to weigh and overcome such next time.
8. **Know when to close** – sometimes too much talking is useless when the prospect refuses to buy. There more resistance when one goes on pressing.

9. **Know how to close** – the fact that you know the “so many things your client is looking”, do not be a sour puss if you have not succeeded in selling anything. End on a pleasant note, who knows as he/she may be a customer in the future.

10. **Don’t bang the door shut** – it’s not the end of the road, leave it open for the future transactions. Don’t make things final.

**References:**
