

# Sales Drive Everything

(Movie: A Few Good Men)



## Sales Humor - A Few Good Salesmen

**SALES:** "You want answers?"

**FINANCE:** "I think we are entitled to them!"

**SALES:** "You want answers?"

**FINANCE:** (YELLING): "I want the truth!"

**SALES:** (YELLING): "You can't handle the truth!!!"

**SALES:** (Continuing): Son, we live in a world that requires revenue. And that revenue must be brought in by people with elite skills. People who thrive on cold-calling, rejection and false promises. Who's going to find it? You? You, Mr. Operations? We have a greater responsibility than you can possibly fathom.

You scoff at sales divisions and you curse our lucrative incentives, commissions and bonus plans. You have that luxury. You have the luxury of not knowing what we know: that while the cost of business results are excessive, it drives in the revenue.

And my very existence, while grotesque and incomprehensible to you, drives REVENUE! You don't want to know the truth because deep down in places you don't talk about at staff meetings.....you want me on that sales call. You NEED me on that sales call.

We use words like value, needs analysis, return on investment and global purchase agreements. We use these words as the backbone of a life spent negotiating contracts. You use them as a punch line!

I have neither the time nor the inclination to explain myself to people who rise and sleep under the very blanket of revenue I provide and then question the manner in which I provide it. I would rather you just say "thank you" and went on your way. Otherwise I suggest you pick up the phone and make a sales call. Either way, I don't give a damn what you think you are entitled to.

**FINANCE:** "Did you expense the lap dances?"

**SALES:** "I did the job I was hired to do."

**FINANCE:** (YELLING): "Did you expense the lap dances?"

**SALES:** (YELLING): "You're darn right I did!"