

17 chapters of a 200-page  
textbook  
from 1964

01

Treat Work as an Act of Worship

# Treat Work as an Act of Worship

- Islam has made it a duty for a man to provide for his family and encourages people to acquire livelihood through Halal work
- A man once came begging to Prophet Muhammad. Instead of simply feeding him and sending him away, the Prophet helped him to acquire tools and said: “Go, gather firewood and sell it.” When that man had earned 10 dirhams by selling the firewood he came to Prophet and bought a garment and some food. The Prophet said: “This is better for you than having begging.”
- A successful Salesman sees work as an act of worship that requires commitment and sincerity.
- He is never idle and there is no such thing as “killing time”

02

Spread the Salaam

# Spread the Salaam




- The Prophet ﷺ made spreading Salaam a part of faith • Hazrat Umar RA reported that a man asked Prophet “What is the best thing in Islam?” The Prophet ﷺ replied: “Feeding ﷻ others and giving the greeting of Salaam to those whom you know and those whom you do not know.” (by Imam Muslim, Hadith 28)
- A successful Salesman is one who spreads the word “Assalam Alaikum”
- He is friendly, greets people warmly and with a smile on his face.
- Spreading Salaam is the best way to start the relationship on a positive footing

03

Smile ! It is a Charity



# Smile ! It is a Charity

- The Prophet  said: “Smiling at your brother is charity...”  
(Sunan Tirmidhi, Hadith 1879)
  - The Prophet  used to smile and laugh
  - A successful Salesman also smiles at people showing that he is pleasant, approachable, and a warm person
  - People enjoy the company of a pleasant person
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04

Adopt Good Communication Styles



# Adopt Good Communication Styles

- Imam Ghazali writes in his book 'Ihya Uloom al-Deen' about our beloved Prophet's ﷺ communication style:
  - "In his speech, there was no defect of excess or brevity. The words came one after the another like pearls. Whoever heard them remembered them. He was the sweetest in talk among his companions. He used to keep silent for long and not talk without necessity. He used not to talk evil words and what he talked was just."
- The Prophet ﷺ used to speak clearly, word by word, and never continuously or quickly
- Part of being a good communicator is to listen to people attentively • Listening well ensures that no information is missed and it signals to people that there is genuine interest in what they are saying • Choosing the right dress and accessories is also a communication style

05

Plan and Action Well

# Plan and Action Well

- Prophet Muhammad ﷺ said : “Do good deeds properly, sincerely, and moderately and know that your deeds will not make you enter Paradise and that the most beloved deed to Allah is the most regular and constant even though it were little.”
- A successful Salesman plans his day and whatever action he takes, he executes it properly and to the best of his abilities so that the intended result is achieved

06

Be Optimistic

# Be Optimistic

- “Never give up hope in Allah’s Mercy. Certainly, no one despairs of Allah’s Mercy except the people who disbelieve.” (Quran 12:87)
- A successful Salesman takes the most hopeful and cheerful view of matters and expects the best outcome (Tawwakul) • He knows that Allah is all-Forgiving and most-Merciful • Success and better performance is attributed to being optimistic
- Optimistic people suffer less stress as they have high hope for the future

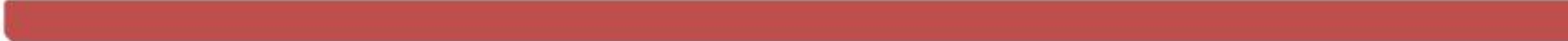


07

Always Speak the Truth



# Always Speak the Truth

- Prophet Muhammad said: “Truth leads to piety and piety leads to Paradise” (Sahih Muslim)
  - Sales people face very testing times when they are fighting their competitors
  - The urge to bend the facts is enormous, especially when it comes to closing the deal of the year
  - Speaking truth often puts people in uncomfortable positions, however the consequences of not speaking the Truth are far worse • A successful Salesman is one who will never conceal the truth, or mix truth with falsehood
  - He will keep his promises as well and will not misuse “InshaAllah”
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08

Manage Your Anger



# Manage Your Anger

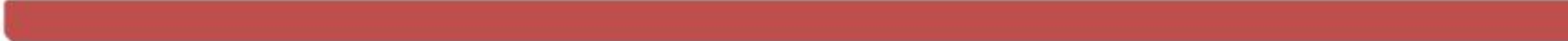
- A man once asked Prophet Muhammad ﷺ to advise him. He said. “Do not become angry and furious.” The man asked the same question again and again and the Prophet ﷺ said in each case: “Do not become angry and furious” (Sahih Bukhari, Book 73, Hadith 137)
- Prophet Muhammad ﷺ said: “A strong person is not the person who throws his adversaries to the ground. A strong person is the person who contains himself when is angry.” (Muwatta by Imam Malik, Book 47, Hadith 47.3.12) •Anger is a trait of man and cannot be removed. This is similar to man’s instincts of spirituality, procreation, and survival. These can only be regulated or controlled
- A Successful Salesman is one who, when is angry,
  - Says: “I seek refuge in Allah from the accursed Satan.”
  - Performs Ablution. Prophetsaid: ﷺ “Anger comes from Satan. The Satan was created of fire, and fire is extinguished only with water; so when one of you becomes angry, he should perform ablution.” (Sunan Abu Dawud, Book 36, Hadith 4764) - If standing, sit. If already sitting, then lie down
  - Does not make judgment while being angry

09

Work Like a Team



# Work Like a Team


- Allah (SWT) says in Quran 5:2 “And help you one another in righteousness and piety . But do not help one another in sin and transgression.”
  - Prophet Muhammad said: “A believe is like a brick for another believer, the one supporting the other.” (Sahih Bukhari, Hadith 6257)
  - A Successful Salesman works with one another and cooperates, assists, shares, supports and encourages his colleagues. This is teamwork
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10

Aim for Excellence



# Aim for Excellence


- A Successful Salesman competes with each other for excellence for truth and justice
  - He performs his job with diligence and proficiency • He understands that achieving the level of “Ihsaan” or excellence is central to his spiritual and professional growth • The definition of Excellence is “doing something in a manner in which available resources cannot be done matter”
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11

Be Aware, Allah is Watching You



# Be Aware, Allah is Watching You

- A Successful Salesman spends his 24 hours every day conscious to the fact that Allah is Watching him, knowing exactly what he is thinking and doing
  - Being conscious of Allah's presence is "Taqwa" • A Salesman who has Taqwa will always be successful both in this life and the hereafter
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## Recap : 11 Qualities of a Successful Salesman

- 01 Treat Work as an Act of Worship
  - 02 Spread the Salaam
  - 03 Smile ! It is a Charity
  - 04 Adopt Good Communication Styles
  - 05 Plan and Action Well
  - 06 Be Optimistic
  - 07 Always Speak the Truth
  - 08 Manage Your Anger
  - 09 Work Like a Team
  - 10 Aim for Excellence
  - 11 Be Aware, Allah is Watching You
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Jazaakum Allahu Khairan  
for your patience

Ref: The Inspired Manager: 40 Principles for Successful Management