

【Series FUKUBITO】 Eiko Akiyama, Expert of Sales

Episode 7: Aiming to improve the status and value of salespeople

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Akiyama has loved her work in sales, established a store management method, and worked hard to build her social status while taking pride in being a professional salesperson. She continues to convey what a great profession a salesperson is and how to

win in sales to many people so that more people will choose "sales" as a profession. What is the goal that Akiyama, who is still active even after the arrival of seventieth birthday, wants to work on in the future? —Eiko Akiyama, a store management consultant who knows thoroughly the keys of successful sales and serves as Chairman and CEO of BRUSH, looks back on her half-life. **Episode 7 (final episode) of Series “FUKUBITO” Eiko Akiyama, Expert of Sales.**

Sales is a job you can be proud of

Among those who aim for working in the fashion industry, glamorous professions such as PR and marketing seem to be more popular than "salespeople". However, I have a feeling that sales is a good job that is rewarding and career-leading. I'm currently trying to figure out how old I can be. Sales work is a long-term job, and if you have professionalism, you can do it as long as you want. I think we will be in an era like that even more in the future.

My strength was to create customers, stores, people, and systems that could generate sales. In the end, I was asked to be a "regional director" and took on the job, but to be honest, I wanted to continue working on the sales floor and to see people grow by following my way of doing things. That's how much I like my job in sales.



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On the other hand, it is also true that the job of "sales" is hard. I've always liked it, but there were times when it was so hard that I wanted to quit every day. Sales jobs don't require qualifications, and the door is open and anyone can do it, but it's not easy to get to the top of the top. To do so, you need logic, methods, and mind to create customers and get numbers.

Sales is an intelligent, sensitive, and profound job. There is no right answer, and I think it is a "craftsmanship" and a "technical job" that is worthy of a lifelong commitment. Therefore, even if you change brands for working in about three years, you will not be able to build up your skills unless you have a very high level of ability, and it will be difficult to connect with your career. It may be necessary to have the experience of working for a brand for a certain period of time in order to grow as a salesperson. In addition, in Japan, a culture that recognizes the professionalism of salespeople has not yet developed, and the social status and value of salespeople are low. Under such a circumstance, I was able to come to

the present. I am now running a company because I want to improve the job treatment of salespeople and teach them how to become a person needed by companies.



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When I worked at Tiffany & Co., I attended an international conference in New York. I was the only one who couldn't speak English and had an interpreter and was embarrassed. So I told my boss at the time, "Please don't assign me anymore because it's a shame for Japan." She said, "What are you talking about, there are many people in the office who have good

English and PC skills and can create proposals and documents. But there's no one else who can do what you can do. Be prouder." That's why I tell everyone that sales is a job they can be proud of.

However, I believe that “there is no tomorrow for those who do not work hard today”. Ever since I had two part-time jobs while working as a salesperson at a store of Japanese apparel brand, I have never cut corners on “today“ every day and thrown out. I'm still doing my best every day. It's been 10 years since I started the company. Thankfully, I now receive so many requests for work.

Supporting children from orphanages

There's one thing I've always wanted to do but haven't been able to do yet. It is to support the independence of children who have graduated from orphanages by providing support of education and employment as salespeople. When I visited an orphanage, I learned that many of the children living in the facility have to leave it after graduating from high school, and many of them choose to work as hairdressers or in the construction industry because they can live in dormitories or housing of company. At that time, I thought, "Can I add the job of 'sales' to their choice of life?"

Of course, whether or not the job of sales is suitable, it depends on the person. But I always hope to do such an initiative in the future with the help of the group, our parent company, that has knowledge and network in the fashion and beauty industry. To help children by

supporting them so that they will find the job of sales interesting. Even if it's just a small thing, I think this is what I can do now.

I believe that the job of sales will not only help children develop their future, but also that this initiative will lead to create valuable human resources who will support the future of the fashion and beauty industry. Achieving this is the last big goal of my life, who is to love the job of sales.



Image by: FASHIONSAP

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【Series FUKUBITO】 7 episodes of “Eiko Akiyama, Expert of Sales”

Episode 1 —” This is the only thing I can do”

Episode 2 —” OK, that's where my life started”

Episode 3 - Intense spartan education at CELINE

Episode 4 – What can only I do?

Episode 5 – Decision in 50s and Transition to Jewelry

Episode 6 – HERMÈS, the memento of a customer for 40 years

Episode 7 – Aiming to improve the status and value of salespeople