

Personal Selling



**From-
BADM Dept.**

Personal Selling

1. Personal selling is oral communication with potential buyers of a product with the intention of making a sale.

2. Personal selling is one of the oldest form of promotion.

When Is it More Useful ?

- 1. Company is small or has insufficient funds to carry on an advertising program.**
- 2. When the market is concentrated.**
- 3. When the personality of the salesman is needed to establish rapport or create confidence.**
- 4. When the product has higher unit value**

When Is it More Useful ?

5. Requires demonstration.

6. Must be fitted to the individual customer's needs.

7. Is purchased frequently.



Definitions

Personal selling –

- 1) two-way flow of communication
- 2) between a buyer and seller
- 3) a face-to-face or real time encounter

Why are “face to face” and “two-way” important?



Definitions

According to Philip Kotler:-

“As face to face interaction with one or more prospective purchasers for the purposes of making the sales.”

Definitions

American Marketing Association defines Personal Selling as:-

“Personal Selling is the oral presentation in a conversation with one or more prospective purchases for the purpose of making sales , it is the ability to persuade the people to buy goods and services at a profit to the seller and benefit to the buyer.”

Objectives of Personal Selling

- 1. Creation of Demand**
- 2. Handling Objectives**
- 3. Exploring Hidden Words**
- 4. Educating Customers**
- 5. Building Relationships**
- 6. Providing Feedback**

Importance of Personal Selling

1. Benefits to consumers

2. Benefits to company

3. Benefits to society

THE FOUR SALES CHANNELS

- Channels all include both business-to-business and direct-to-customer selling.
- • **Over-the-counter selling** Personal selling conducted in retail and some wholesale locations in which customers come to the seller's place of business.
- • **Field selling** Sales presentations made at prospective customers' locations on a face-to-face basis.
- • **Telemarketing** Promotional presentation involving the use of the telephone on an outbound basis by salespeople or on an inbound basis by customers who initiate calls to obtain information and place orders.
- • **Inside selling** Selling by phone, mail, and electronic commerce.
- • Firms generally blend sales channels in their sales organization.

THE SALES PROCESS

- Steps follow the AIDA concept.
- Attention
- Interest
- Desire
- Action

Steps In Personal Selling

**Prospecting Identifying and
Qualifying**



Pre approach and call planning



**Presentation approach and
demonstration**



Handling of Objections



The close



Follow up

1.) Prospecting

PICK YOUR BEST PROSPECTS
OUT OF THE CROWD



Learn to prospect effectively
and enjoyably with no reluctance

2.) The Pre-approach :

- This stage involves the collecting of as much relevant information as possible prior to the sales presentation. The pre-approach investigation is carried out on new customers but also on regular customers.

Call Planning

- Specifying the objectives
- Why am I going on this interview?
What am I to make happen?
If the prospect says “yes, I want to buy,” what am I going to recommend?



3.) The Approach

- The salesperson should always focus on the benefits for the customer. This is done by using the product's features and advantages. This is known as the FAB technique (Features, Advantages and Benefits).

4.) The Sales Presentation



5.) The Trial Close

- The trial close is a part of the presentation and is an important step in the selling process. Known as a temperature question - technique to establish the attitude of the prospect towards the presentation and the product.

6.) Handling Objections:



7.) Closing the sales



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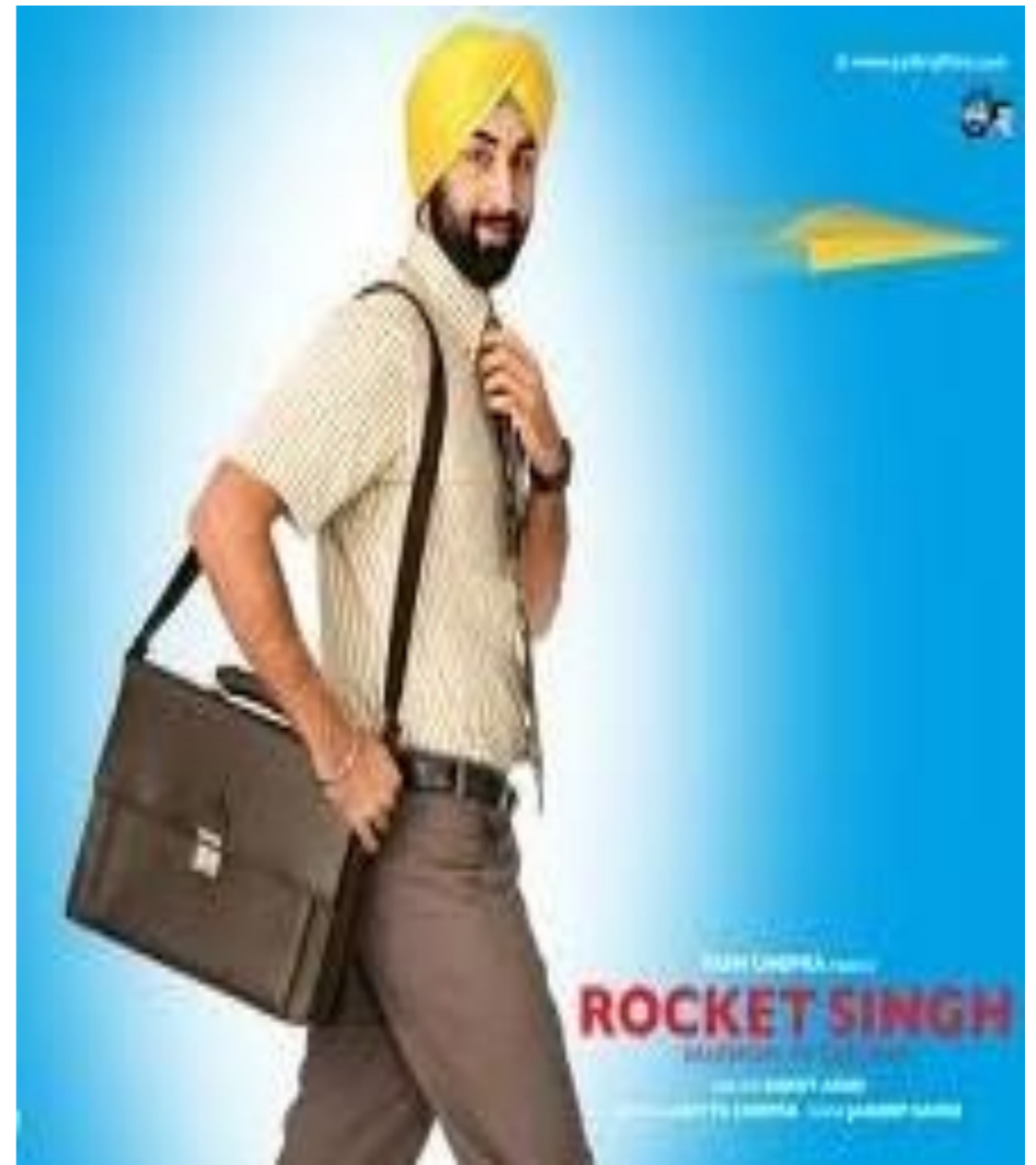
8.) The Follow-up



**Salesmen
should be
master of all
trade**

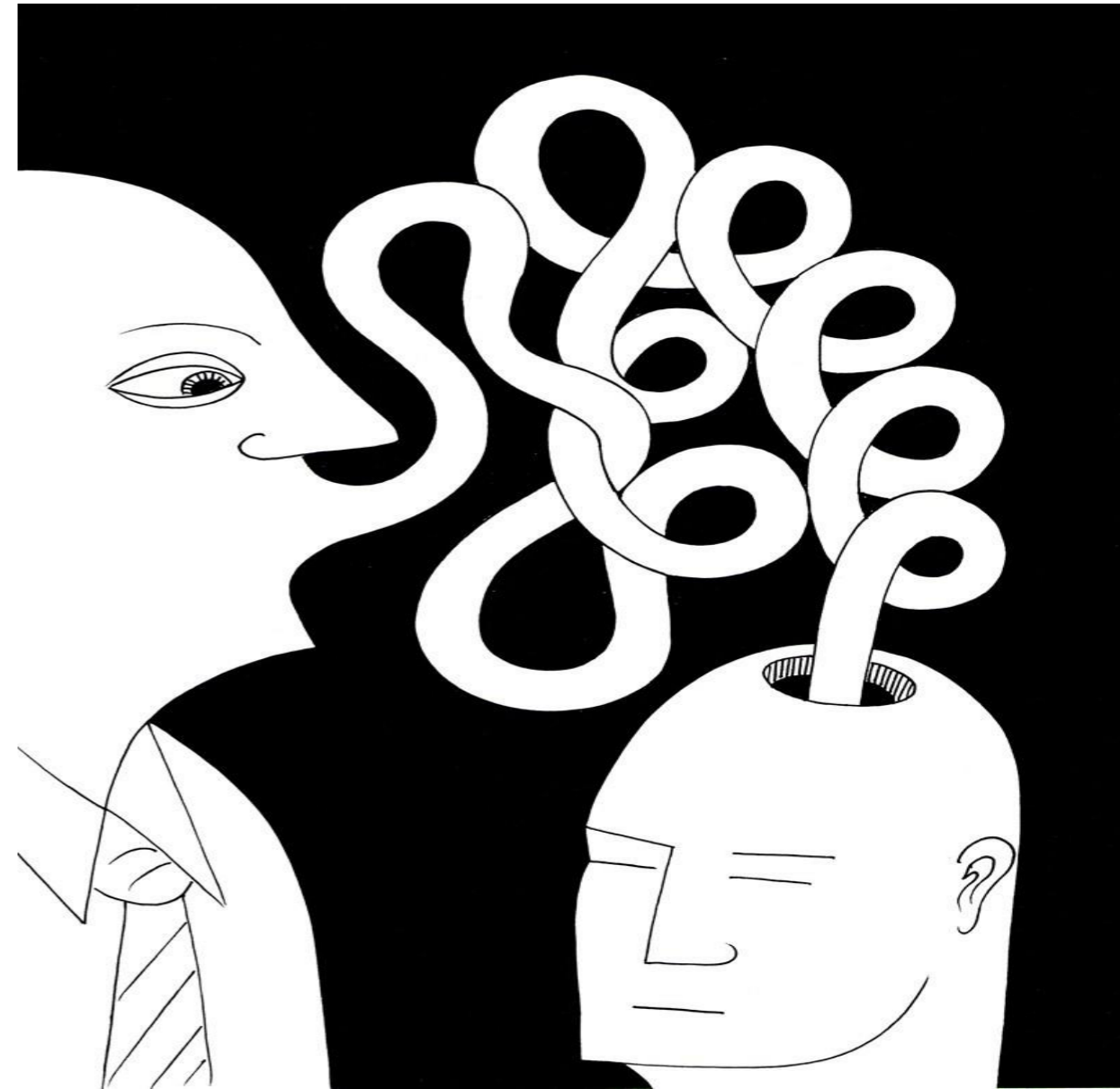


**He should be
convincing and have a
strategy to support his
selling approach**



one understands the minds of customer and they also have thought process similar to customer, then they are likely to become good salesmen

Get into the psychology of the customer





Salesmen fail not when they open their mouths, but before they open them. Their appearances convey they are not likable, not honest, not trustworthy, not even sincere”

Six Things Which Makes A Salesman Successful

- 1. Know the product**
- 2. Know the company**
- 3. Know the competition**
- 4. Know the customer**
- 5. Know the process of selling**
- 6. Know own self**

Advantages of Using Personal Selling

- 1. Personal selling is face to face activity, customers therefore obtain a relatively high degree of personal attention.**
- 2. The sales message can be customized**
- 3. The two way nature of sales**
- 4. Good way of getting across large amounts of information about product.**
- 5. Demonstrate the product**
- 6. Frequent meetings help in building long term relationships**

Disadvantages Of Personal Selling

- 1. Cost of employing sales force**
- 2. In addition to basic pay incentives are to be provided**
- 3. Sales person can only call on one customer at a time.**

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Thank you ...

