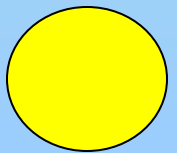
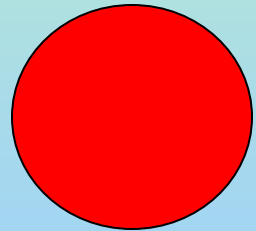
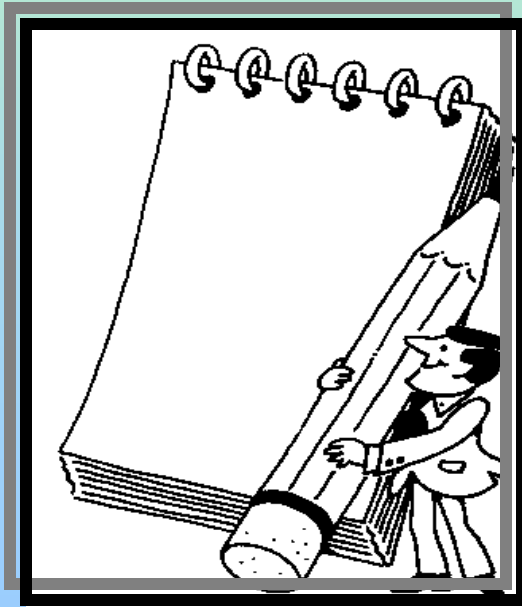


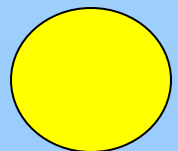
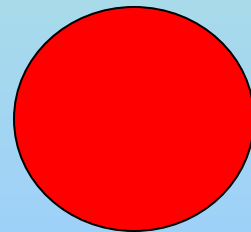
SETTING PERSONAL SELLING OBJECTIVES



Obj set in consultation with Marketing Department

Some Examples of Personal selling objectives:

- Maintain existing customer base
- Obtain 20% new customers
- Motivate Dealers- maintain 1 month stocks
- Keep existing customers informed of new Product
- Provide technical service within 48 Hrs of call.
- Train Middlemen (dealer) on Customer Care



Case on Personal Selling Objective- Case-1

A credit card company is Planning to set it's personal selling objectives based on the following feedback it received from the sales department and the DSAs of the company.

Average customers are not aware of the complete product benefits of credit cards.

The DSA,s do not have skilled and trained Manpower.

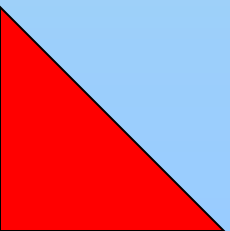
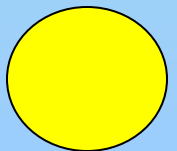
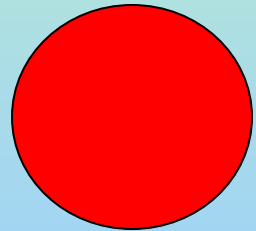
The conversion % in the assignment base chosen has been just 5%. The industry standard is 15% conversion.

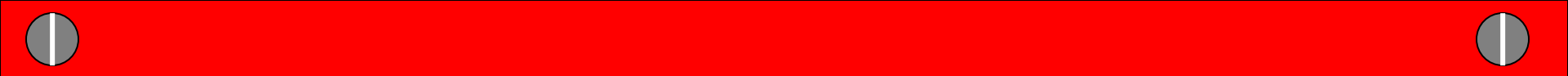
The customer base of this company ranks within the last three among the 10 players in this business.

Based on the above please prepare personal Selling Objective for this organization



SALES RELATED MARKETING POLICIES



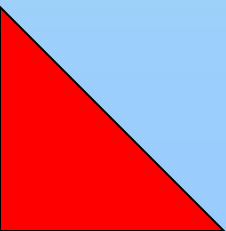
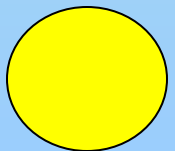
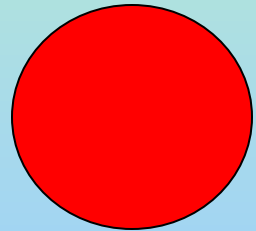


Product Policy- What to Sell

Distribution policy-Whom to Sell

Pricing Policy- What price to sell

The degree of authority for above varies in different companies



PRODUCT POLICY

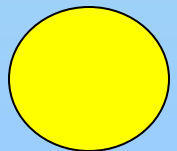
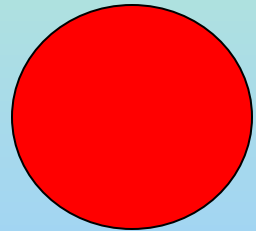
Product line Policy

- Changes in product offering
- Re organizing product / line simplification
- Re organization of Product line / Diversification
- Ideas of new Product
- Appraisal of proposal of New Products

Product design Policy

Product Quality/ Service Policy

Guarantee Policy



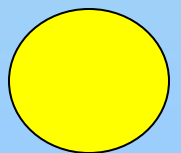
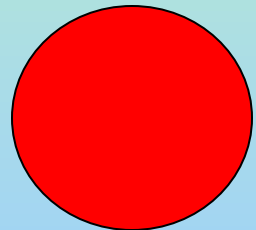
DISTRIBUTION POLICY

Policy on Marketing Channels

Channel wise sales volume potential
Channel wise net profitability

Policy on Distribution Intensity

Mass distribution
Selective Distribution
Exclusive agency distribution



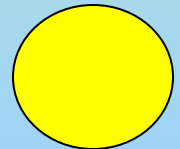
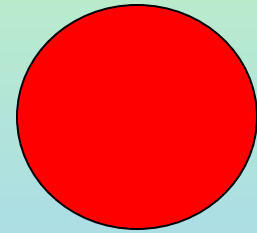
Case-II Sales Management

Product Related Policy:

A Multi Product and Multi Brand company has eight brands in the product range of Toilet soaps.

The contributions of various products are as follows:

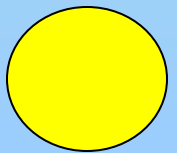
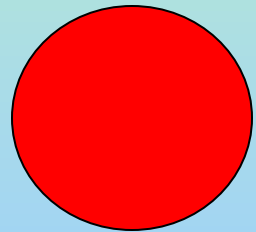
	% of Profit	Turn over contribution
PRODUCT A	9%	8%
PRODUCT B	11%	9%
PRODUCT C	14%	12%
PRODUCT D	6%	18%
PRODUCT E	2%	11%
PRODUCT F	-4%	22%
PRODUCT G	15%	16%
PRODUCT H	-2%	4%



Discuss on options of Product Line Policy

Policy on Distribution Intensity

- Mass distribution
- Selective Distribution
- Exclusive agency distribution



PRICING POLICY

Competition Related Pricing

Matching the competitor's pricing

Pricing above competitor

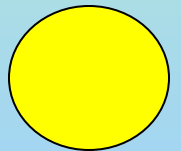
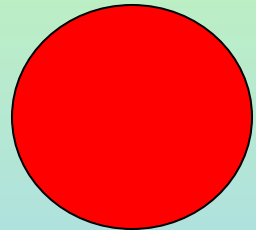
Pricing under Competition

Pricing related to costs

Full cost pricing

Promotional Pricing

Contribution pricing (covering variable cost)

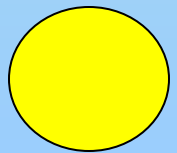
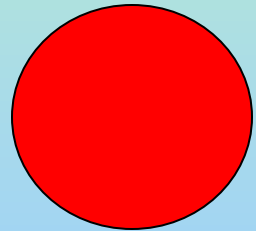


Buyer Based pricing

- Based on Volume
- Frequency of purchase
- Geographical location of customer

List Pricing (Regulated Pricing for middlemen)

- Recommended & control dealer price
- Leads to customer satisfaction
- Helps fight competition uniformly
- Consider freight, Govt levies, taxes and other costs of dealer

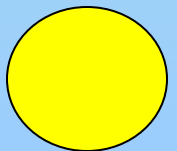
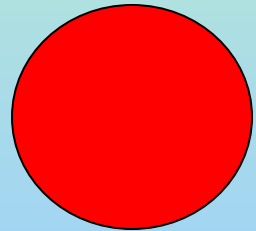


Policy on Discounts

- Wholesaler, Retailer discounts
- Turn over discount
- Selective product discount

Geographical pricing Policy

- FOB (Free on Board) – (ex works, factory)- used to heavy products industrial products.
- Delivered prices (postage stamp pricing)



Policy on Price leadership

Industry leader sets price and other follow

Example: egg, cement, petrol etc

Product line Pricing

Multiple product pricing structure

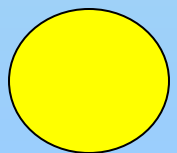
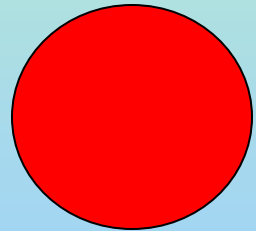
Planned enhancement

Mutual advantage pricing

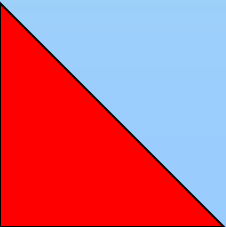
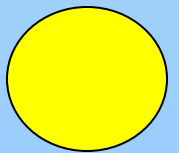
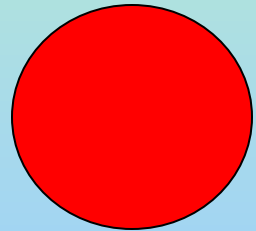
Competitive bidding policy

Closed tenders

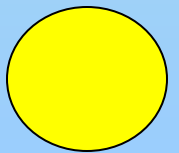
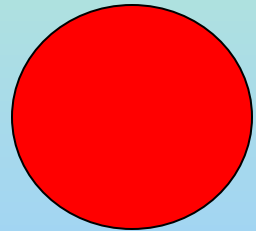
Open tenders



PERSONAL SELLING STRATEGY

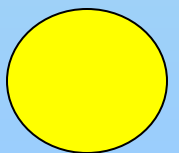
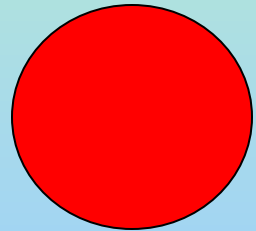


- **Kind of Sales force**
- **Size of the Sales force**
- **Appropriate deployment**



Competitive settings and personal selling strategy

- Pure Competition
- Monopolistic Competition
- Oligopolistic Competition
- No Direct Competition

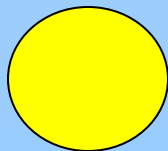
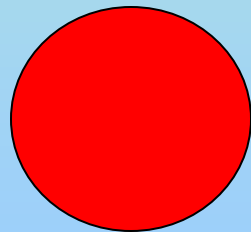


Pure Competition

- Many players
- No specific player dominates market
- No single player influence demand & supply
- No Govt Regulations on pricing or supply

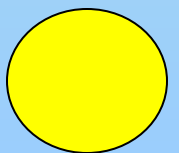
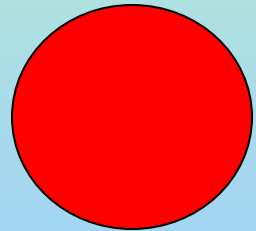
This hardly exists. If it does-personal selling strategy should be:

- Better Service to the customers(Presale & Post Sale)
- Organizational efficiency
- Cost Management



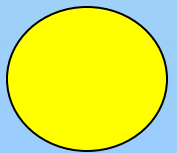
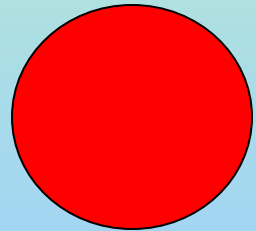
Oligopolistic Competition

- Smaller groups of companies join together
- They know each other
- Makes difficult for new entrants
- Competitors activities are closing watched
- Personal selling helps in maintaining dealer co-operation, servicing distribution network
- Personal selling effectively uses promotional strategy



No Direct competition

- No Direct Competition, but have in direct competition through substitutes
- They would capitalize no competition situation
- Price skimming or penetration strategy used.
- Should aim at vast coverage of market
- Personal selling should use pricing and promotion strategy to its advantage.

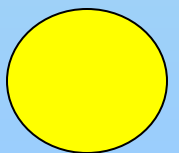
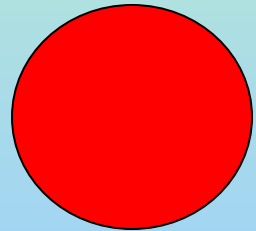


Personal Selling Strategy Based on

Whom to Sell

What to Sell

How to Sell



Product Market analysis-Case-III

Example for a Cellular company

	CORPORATE	SMES	BUSINESS/ PROFESSIONS	GOVT
GROUP BOOKING				
FREQUENT CALLER SCHEME				
LOW CALLER SCHEME				
PREPAID SERVICES				

Identify Whom,What and How to sell?

Determining the size of the sales force

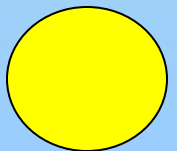
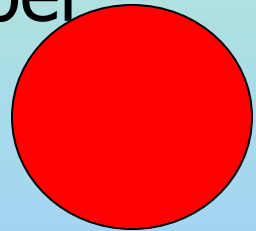
Work load method

Decide assignment base

Classify based on time needed / calls needed

Determine calls per day/ month/ year

Divide it by assignment base to arrive at number of Sales personnel needed.



Sales Potential method

Productivity based system

Consider average productivity

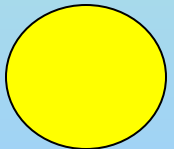
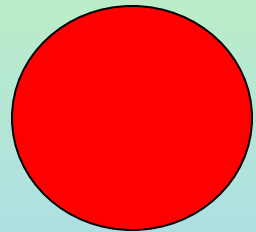
Divide the target with productivity to arrive at sales persons needed

Incremental Method

Based on expected increase in cost/revenue per sales personnel added

Cost Benefit compared and decision is taken

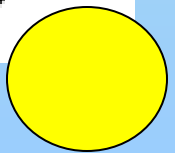
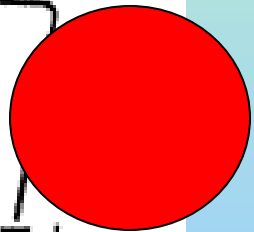
This is a good cost conscious and result oriented method



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“I’d like to offer you a seven-figure salary—\$13,525.95”





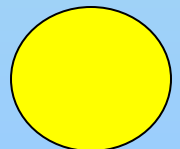
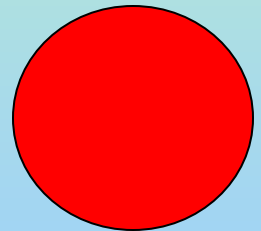
**"I like to come in at 11:00 and leave after lunch.
Surely a progressive company like yours
supports flex time!"**

Who should interview?

Branch head with his assist—initial interview
Shortlist candidate—Reg head or sales chief

How many in the panel?

Depends on type of job
Institutional Sales- Panel recommended
Direct Sales Sales- Sales Manager with his Assist/
HR Rep



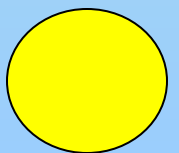
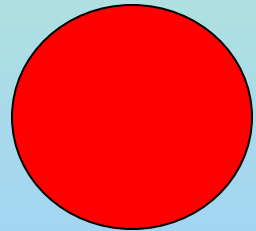
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“My short-term goal is to bluff my way through this job interview. My long-term goal is to invent a time machine so I can come back and change everything I’ve said so far.”

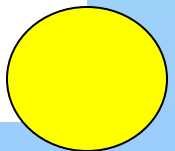
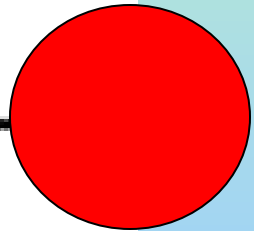
Interviewing the spouse

- Check for frequent travelling
- Check for working hours
- Check for independence





“I believe in paying my employees as much as they need. Since you’ll be here working 90 hours a week, you won’t need much.”



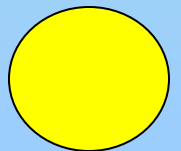
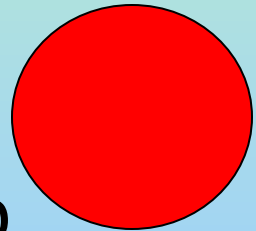
Interview Techniques

Patterned Interview

- Have a structured interview
- Job based questions

Non Directive Interview

- Open ended questions
- Seek for narration of personal info, job exp, skills, strengths, weakness
- Judge based on responses





“Your job would be to keep my chair warm when I’m out and rub against my feet when I slip off my shoes. You seem qualified, but we’d prefer a college graduate.”

Interaction (Stress Interview)

Simulate Selling Environment

Set up situation to understand psychological behavior

Need trained psychologists

Rating Scales method

Rate each response in scale of suitability for job.

Physical appearance

Impact on others

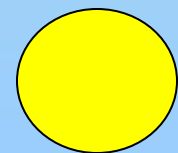
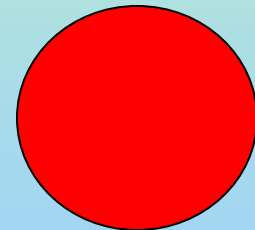
Communication

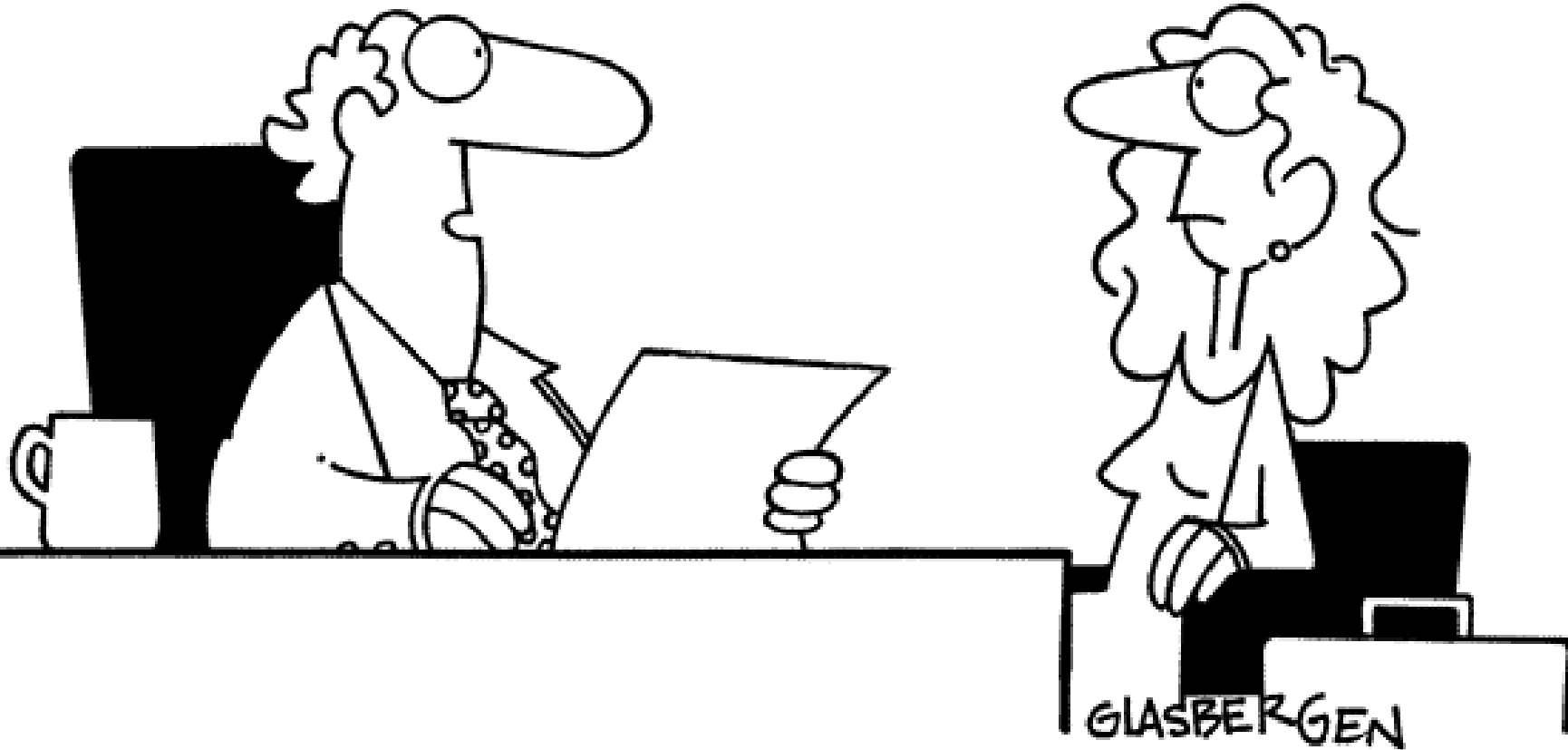
Experience

Attitude

Objections handling skills

This eliminates gender, creed, religion bias.





“We encourage our employees to sweeten their coffee with toothpaste instead of sugar. That’s our dental plan.”

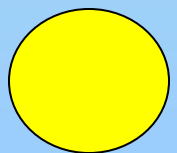
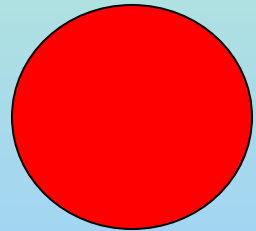
Credit checks

- Check on credit rating
- Check for large debts
- Check for Financial Responsibility

Psychological tests

The following test can be conducted based on type of selling assignment

- Sales aptitude test
- Attitudinal tests
- Test for creativity
- Industry knowledge
- Habitual characteristics
- Interest areas





“That’s right, Godzilla. We’d like to hire you to hang around our parking lot, look dangerous, and make the rest of our problems look tiny by comparison.”

Role Play on Interview

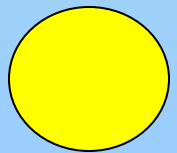
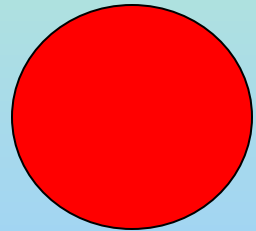
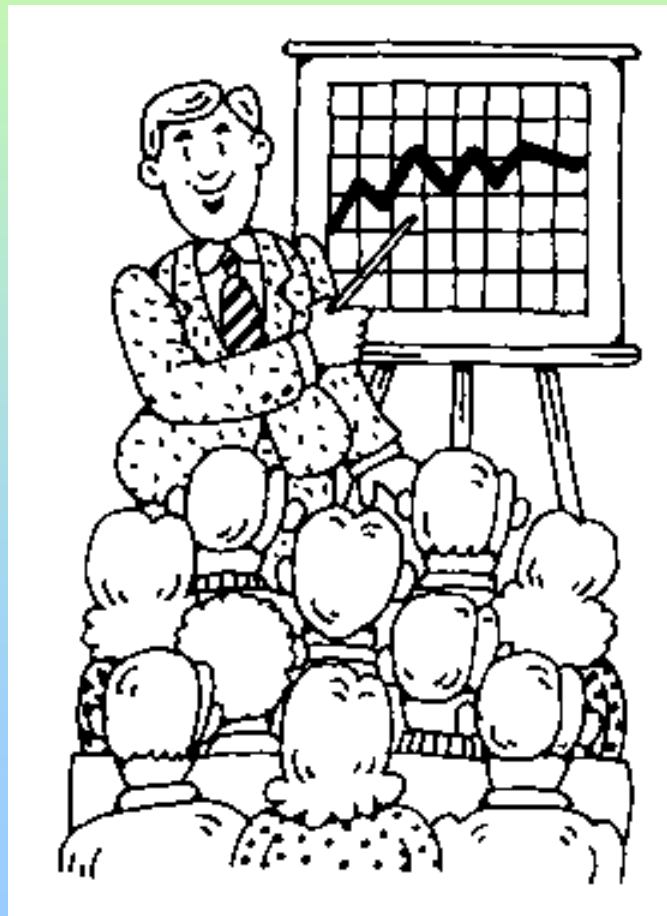
Each team will have to conduct an role play based on discussion on the following aspects of selecting a front line sales personnel for service Industry (Telecom Industry) for handling corporate sales.

The non-directive interview should have the cover the following aspects:

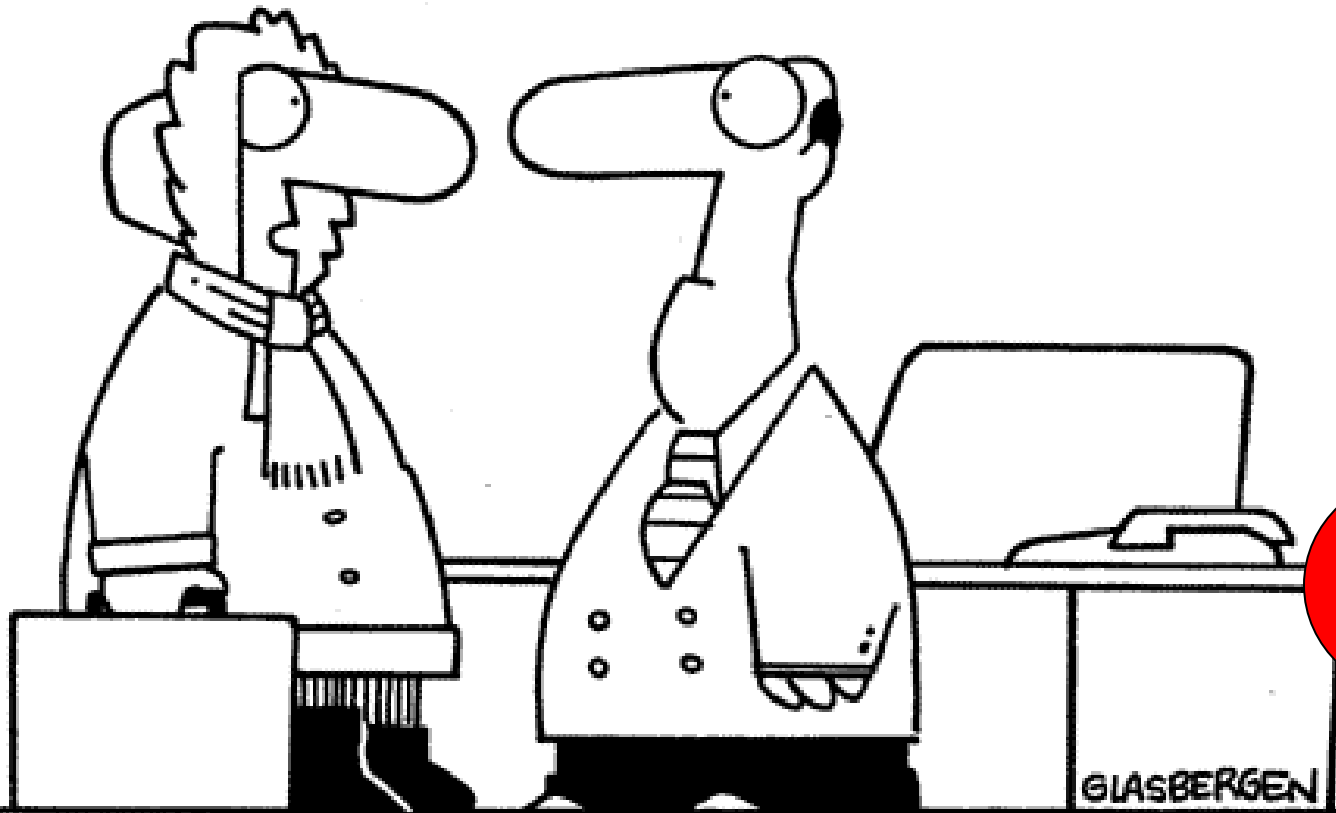
- Put the candidate at ease
- Find attitude towards selling
- Ability to handle objections
- Candidate's positive attitude
- Customer friendly attitude

Rate on the above parameters and give your feedback.
Evaluation would be done on the Interviewer.

PLANING SALES TRAINING



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www.glasbergen.com



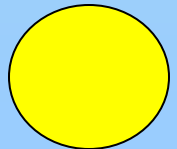
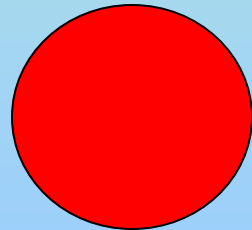
**“I have a confession. I skipped Sales Training
the day they taught us how to make cold calls.”**

Need for Training

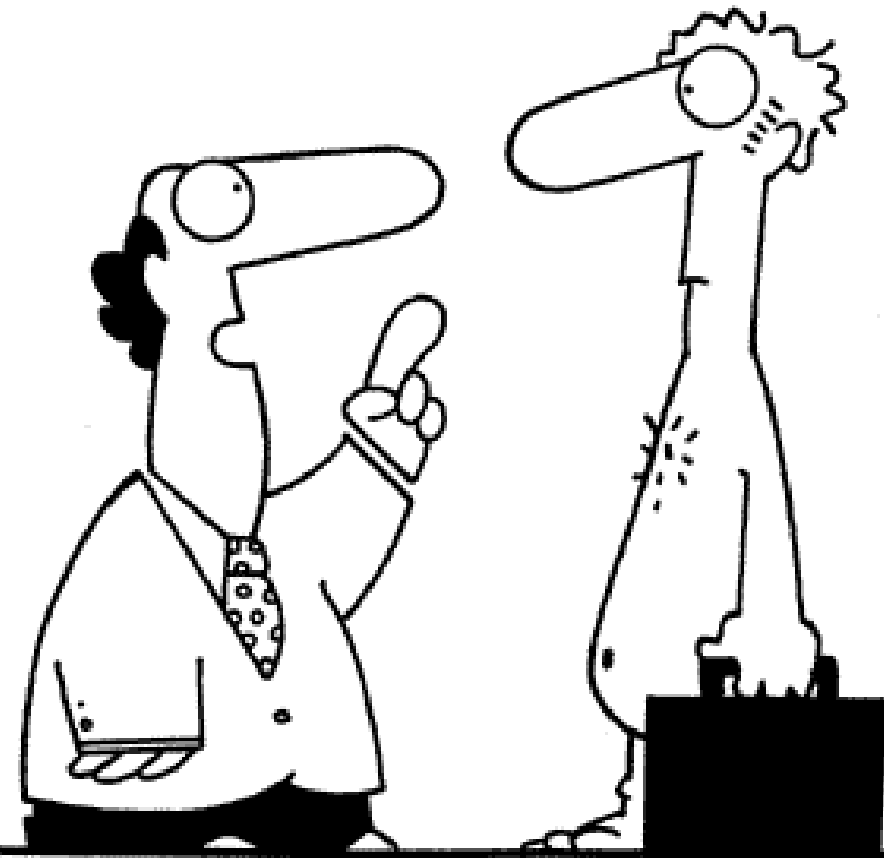
- Training is a means to supplement and share experience
- Reduces initial turn over of Sales personnel
- It replaces the old method of "swim or sink"

Types of Training Programs

- Trg for new recruits
- Re orientation training for existing sales executives



- SALES
TRAINING**
1. _____
 2. _____
 3. _____
 4. _____
 5. _____



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**“You forgot Rule #1:
You’re never fully dressed without a smile!”**

Following are aspects involved in Training programs

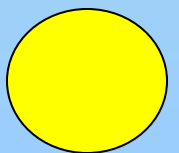
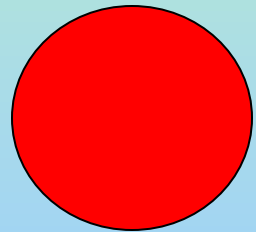
A -- Aim

C -- Content

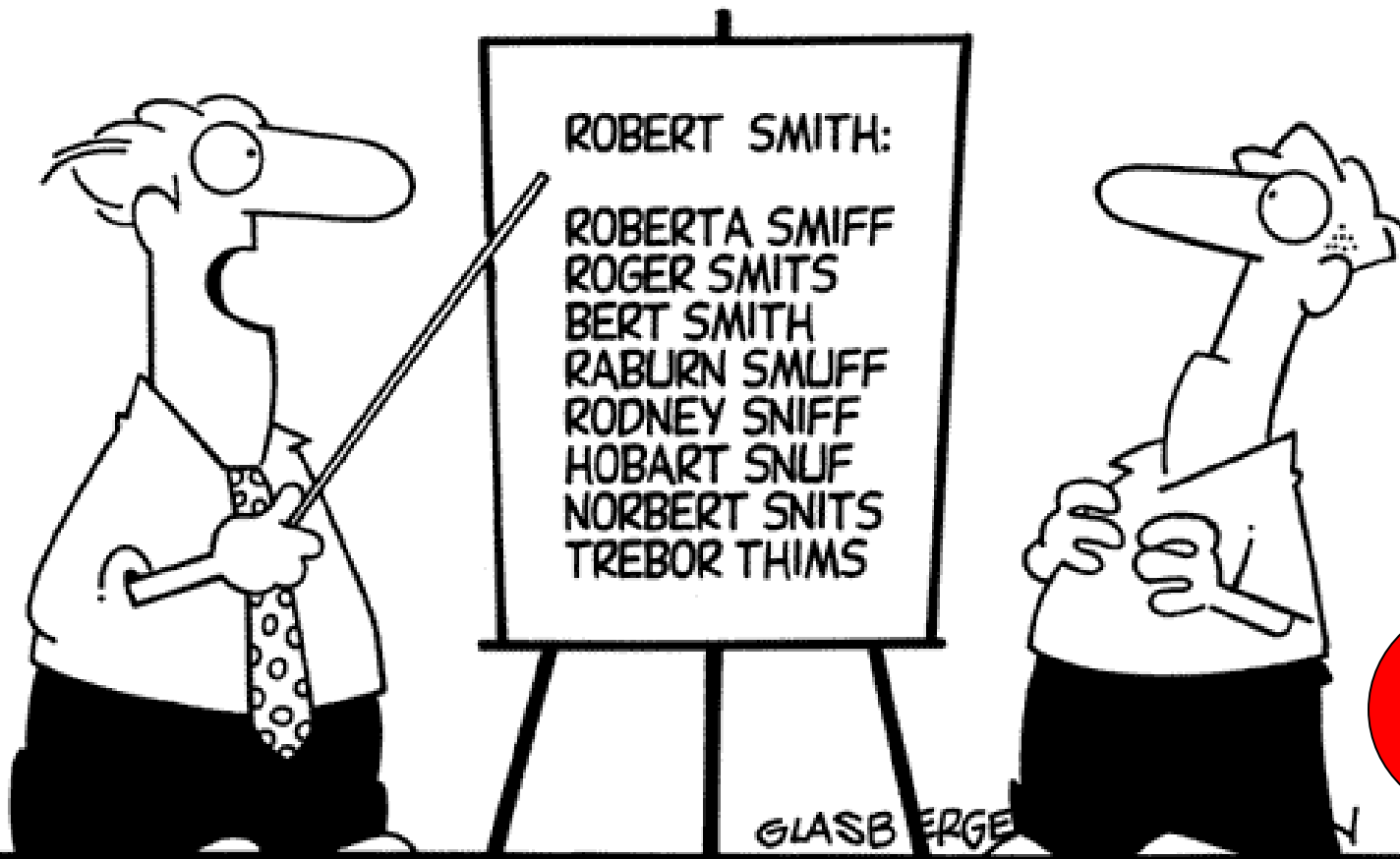
M -- Method

E -- Execution

E -- Evaluation



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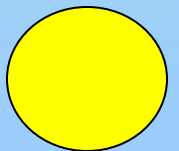
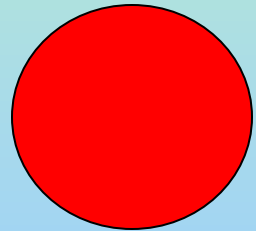
“You’ll never make it as a telemarketer if you keep pronouncing names correctly! Now try it again!”

Aim

- Define job specifications
- Trainee's background and experience
- Sales related Marketing policies

Content

- Product knowledge
- Sales Technique
- Market Information
- Company profile



Method

- Lecture method
- Personal Conference/ meeting
- Demonstration method
- Role Playing
- Case Study method
- Gaming
- On the job Training
- Programmed Training (self Interactive CD/ Intern
- Correspondence Course

