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# AIDAS Theory of Selling


For Internal Circulation and Academic  
Purpose Only

# Programme Educational Objectives

- *Our program will create graduates who:*
  - *1. Will be recognized as a creative and an enterprising team leader.*
  - *2. Will be a flexible, adaptable and an ethical individual.*
  - *3. Will have a holistic approach to problem solving in the dynamic business environment.*

# Sales and Distribution Management Course Outcomes

- CO1- Given a situation of Festival, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company.
- CO2- Given a situation of opening a new outlet, student manager will be able to draft a sales plan.
- CO3- Given a situation of Selling products / services, student manager should be able to explain Personal Selling Process.

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- CO4-Given a criteria of newly launched company, student manager should be able to design an effective Sales Compensation Plan for Sales Executive.
  - CO5-Given a criteria of distribution channel of a company, student manager should be able to outline different levels of Marketing channel used by the company.
  - CO6-Given a situation, student manager should be able to explain the process of Reverse Logistics.

# AIDAS Theory



# AIDAS Theory

- Buyers' mind passes through 5 stages consciously – Attention, Interest, Desire, Action, Satisfaction
  - i. **Securing Attention:** Good rapport, conversation openers, first impression, attire, smile, social skills
  - ii. **Gaining Interest:** Visual aids, effective selling appeal, asking questions, brochures, handing over product to customer
  - iii. **Kindling Desire:** Ready to buy point, Handling objections, summarizing, focus
  - iv. **Inducing actions:** Sense timing for trial close, asking for orders, reassuring
  - v. **Building Satisfaction:** Thank customer, reassuring decision, written order, following up promises made





# I. Attention Getting:

- The objective is to put **the prospect into the right state of mind to continue the sales talk.**
- “First impression is last impression”. The initial attempt of the sales person must be to put the customer completely at ease. Casual conversation is one of the best openers after which the sales person can gain customer attention by leading him onto the sale.

## 2. Interest Creating:

- **Once you have gained attention, it is very important to maintain interest.** Some sales people are very good in the opening but as the technicalities take over, they become uncomfortable while explaining the product.
- Whereas others who are strong in the product department might open bluntly but create interest in the second stage. Another method is to hand over the product to the prospect and let him handle it. Brochures and other visual aids serve the same purpose.



# 3. Desire Stimulating:

- He has to create enough desire in the customers mind such that he immediately has to buy the product.
- Imagine an aquaguard sales man or a tupperware sales person. They highlight the product in such a manner that you might be thinking “Why didnt i buy this product before”.
- **Objection from the prospect will have to be carefully handled at this stage.** Time is saved and the chances of making a sale improved if objections are anticipated and answered before the prospect raises them.

## 4. Action Inducing:

- Although there may be desire for the product, the customer might not act on it. **He might want to buy the product but he might NOT buy it.**
- In such cases the needs to be induced. There are various ways to induce the customer such that he buys the product. It is important for the sales person to understand whether to directly induce the customer or whether to push subtle reminders that you are there for a sales call ;) . Both methods work, but you need to know your customer.

## 5. Satisfaction:

- The customer has just parted with his money. Just like you part your money and expect good service, he expects the same too.
- So even after he has bought the product, **you need to reassure the customer that he has made the right decision.** The product is good for the customer and you only presented the product. It was his decision and he is right about it.
- These small cues post the sales process really give confidence to the customer and he then looks forward to your product rather than thinking whether or not he has made the right decision.

## The Purchase Funnel



# Stages

- **Cognitive (thinking)** so that the consumer becomes product aware and gathers product knowledge. **Awareness + Knowledge**
- **Affective (feeling)** so that the consumer likes the product brand and has conviction in it. **Liking + Preference**
- **Conative (behaviour)** so that the consumer buys the product brand. **Conviction + Purchase**

## Models

Stages	AIDA Model <sup>a</sup>	Hierarchy-of-Effects Model <sup>b</sup>	Innovation-Adoption Model <sup>c</sup>	Communications Model <sup>d</sup>
Cognitive stage	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response ↓
Affective stage	Interest ↓ Desire ↓	Liking ↓ Preference ↓ Conviction ↓	Interest ↓ Evaluation ↓	Attitude ↓ Intention ↓
Behavior stage	Action	Purchase	Trial ↓ Adoption	Behavior