



Param Pujya Dr. Babasaheb Ambedkar Smarak Samiti's

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# **Personal 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.**

# Personal Selling

- Which is your favorite brand in cosmetic?
- Have you ever purchased Amway products? If yes, how?

# Personal Selling

- It is where businesses use people (the "sales force") to **sell** the product after meeting face-to-face with the customer.
- The sellers promote the product through their attitude, appearance and specialist product knowledge.
- They aim to inform and encourage the customer to buy, or at least trial the product.
- Face-to-face selling in which a seller attempts to persuade a buyer to make a purchase.

# Personal Selling

- Personal selling is a face-to-face selling technique by which a salesperson uses his or her interpersonal skills **to persuade a customer** in buying a particular product.
- The salesperson tries to highlight various features of the product to convince the customer that it will only add value.
- However, getting a customer to buy a product is not the motive behind personal selling every time. Often companies try to follow this approach with customers to make them aware of a new product.

# Personal Selling

<b>Advantages</b>	<b>Disadvantages</b>
<p data-bbox="305 476 871 525">High customer attention</p> <p data-bbox="305 572 836 621">Message is customised</p> <p data-bbox="305 668 585 716">Interactivity</p> <p data-bbox="305 763 726 812">Persuasive impact</p> <p data-bbox="305 859 981 978">Potential for development of relationship</p> <p data-bbox="305 1025 542 1073">Adaptable</p> <p data-bbox="305 1120 981 1169">Opportunity to close the sale</p>	<p data-bbox="1108 476 1325 525">High cost</p> <p data-bbox="1108 572 1495 621">Labour intensive</p> <p data-bbox="1108 668 1340 716">Expensive</p> <p data-bbox="1108 763 1669 882">Can only reach a limited number of customers</p>



# Need of Personal Selling

- Requirements of Product Demonstration:
- Illiterate Prospects:
- Traditional Necessity of Personal Selling: (Medicine, Industrial Products)
- Emergence of an Entirely New Type of Product: (Innovative Products)
- Emergence of an Entirely New Type of Product:
- Source of Marketing Research Data:
- To Remove Misconceptions Caused by Competitive Advertising:

# Types of Personal Selling

- **Telemarketing:** the use of the telephone or fax to sell directly to consumers and business customers.
- **Order taker:** a salesperson whose primary function is to facilitate transactions that the customer initiates.
- **Technical specialist:** sales support personnel with a high level of technical expertise who assist in product demonstrations.
- **Missionary salesperson:** a salesperson who promotes the firm and tries to stimulate demand for a product but does not actually complete a sale.
- **Order getter:** a salesperson who works creatively to develop relationships with customers or to generate new sales.

## Advertising

- Can reach masses of geographically dispersed buyers.
- Can repeat a message many times.
- Is impersonal, one-way communication.
- Can be very costly for some media types.

## Sales Promotion

- Wide assortment of tools.
- Attracts consumer attention.
- Offers strong incentives to buy.
- Invites and rewards quick consumer response.
- Effects are short-lived.

## Public Relations

- Very believable.
- Reaches people who avoid salespeople and ads.
- Can dramatize a company or product.
- Under utilized.
- Effective and economical.

## Personal Selling

- Involves personal interaction.
- Allows relationship building.
- Most expensive promotion tool.

## Direct Marketing

- Many forms that share four characteristics:  
Nonpublic/Immediate/Customized/Interactive
- Well suited to highly targeted marketing.

# Sales Process

- Selling is a **process** with distinct steps that should be followed in order to achieve success. The steps include prospecting, preparation, approach, presentation, handling objections, closing and follow-up.

# Pers Process



## **Step I: Prospecting and Qualifying**

Finding leads (or people who might be prospects) is the most vital part of the selling process—you can't make a sale without identifying the people to whom you'll be selling.






## **Step 2: Preapproach:-**

It is “doing your homework” part of the process. A good salesperson researches his prospect, familiarizing himself with the customer’s needs and learning all the relevant background info he can about the individual or business.

## **Step 3: Approach :**

First impressions (e.g., the first few minutes of a sales call) are crucial to building the client's trust.

Similarly, as a professional salesperson, you would almost never make a pitch right away; instead, you'd work to establish a rapport with the customer first. This usually involves introductions, making some small talk, asking a few warm-up questions, and generally explaining who you are and  whom you represent.





## **Step 4: Presentation:- .**

There's a good deal of preparation involved before a salesperson ever makes her pitch or **presentation**, but the presentation is where the research pays off and her idea for the prospect comes alive.

## Step 5: Handling Objections

After you've made your sales presentation, it's natural for your customer to have some hesitations or concerns called **objections**. Good salespeople look at objections as *opportunities* to further understand and respond to customers' needs.



Cadbury I Love You ad - YouTube.avi



## **Step 6: Closing the Sale**

Eventually, if your customer is convinced your product will meet her needs, you **close** by agreeing on the terms of the sale and finishing up the transaction.

Sometimes a salesperson has to make several **trial closes** during a sales call, addressing further objections before the customer is ready to buy.


## **Step 7: Following Up**

The **follow-up** is an important part of assuring customer satisfaction, retaining customers, and prospecting for new customers. This might mean sending a thank-you note, calling the customer to make sure a product was received in satisfactory condition, or checking in to make sure a service is meeting the customer's expectations.

It's Amazon's invitation to "rate your transaction" after you receive your Amazon order.

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- Case Study:

## Case Study on Personal Selling

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- Qu. **Demonstrate Personal Selling Process** for the following situation: Selling Car to Senior Citizen. (CO3)