

Chapter 13

Personal Selling and Sales Management



Learning Objectives

- Role and relative advantages of personal selling in marketing mix
- Steps in personal selling process
- Understand the concept of publicity
- Understand the difference between publicity and public relations



Personal Selling

- Is direct communication between a sales representative and one or more prospective purchases, for the purpose of making a sale.
- This can be established through a face-to-face, personal sales call or over the telephone, called telemarketing



The importance of personal selling

- Requires strategy decisions
- Personal selling is important
- Helping to buy is good selling
- Salespeople represent the whole company
- Sales force aids in market information
- Salespeople can be strategy planners too



Advantages of Personal Selling

- Demonstration of the product
- Customize message by sales person
- Personal selling can be directed to specific qualified prospects
- Personal selling costs can be controlled by adjusting the size of the sales force
- Most important in customer satisfaction



Relationship Selling

- Traditional selling, on the other hand, is transaction focused
- Relationship Selling
 - Is a multi-stage process that emphasizes personalization and empathy as key ingredients in identifying prospects and developing them as long-term, satisfied customers



Personal Selling

- Communication Mode
- Communication control
- Feedback amount
- Feedback speed
- Message flow direction
- Message content cont.
- Sponsor identification
- Reaching large audience
- Message flexibility
- Direct and face to face
- High
- Much
- Immediate
- Two-way
- Yes
- Yes
- Slow
- Tailored to prospect



Characteristics of Personal Selling

- Order getting
- Order taking
- supporting



Order Process

- Order takers
 - Salespeople who sell to the regular or established customers, complete most transactions, and maintain relationships with their customers
- Order-taking
 - The routine completion of sales made regularly to the market customers



Order Process

- Supporting sales people
 - Salespeople who help the order-oriented salespeople-but don't try to get orders themselves
- Missionary sales people
 - Supporting salespeople who work for producers by calling on their middlemen and their customers
- Technical Specialists
 - Supporting salespeople who provide technical assistance to order-oriented salespeople
- Team Selling
 - Different sales reps working together on a specific account



Steps in Selling Process

- Lead Generation

- Identification of those firms and people most likely to buy the seller's offerings
- Referral
- Networking
- Cold calling

- Lead Qualification

- Determines the prospects who have: a recognized need, buying power, receptivity and accessibility



Steps in Selling Process

- Approach
 - Pre approach
 - Prior to approaching the customer, the sales person should learn as much as possible about the prospects' organization and its buyers
- Sales Proposal
 - Is a written document that outlines how the company's product or service will meet or exceed the client's needs



Steps in Selling Process

- Handling Objections

- Anticipating objections is the best way to prepare for them
- Resistance to change
- Apathy
- Dislike of salesperson



Steps in Selling Process

- Closing the sale
 - At the end of the presentation , the sales person attempts to close the sale
- Negotiation often play a key role in the closing of the sale



Steps in Selling Process

- Following Up
- Most business rely on repeat sales,
- Salespeople must ensure that
 - Delivery schedules are met
 - Goods or service perform as promised
 - The buyer' employees are properly trained to use the products



Sales Management

- Overall sales force objectives are usually stated in terms of desired rupee sales volume, market share, or profit level
- A quota is simply a statement of sales objectives



Tasks of Sales Management

- Define sales goals and sales process
- Determine sales force structure
- Recruit and train sales force
- Compensate and motivate sales force
- Evaluate sales force



Public Relations

- Evaluates public attitudes, identifies issues that may elicit public concern, and executes programs to gain public understanding and acceptance
- Publicity
 - Is the effort to capture media attention



Public Relations

Communication Mode	Usually indirect, non-personal
Communication control	Moderate to low
Feedback amount	Little
Feedback speed	Delayed
Message flow direction	One-way
Message content control	No
Sponsor identification	No
Reaching large audience	Usually fast
Message flexibility	Usually no direct control



Summary

- Personal selling is direct communication between a sales representative and one or more prospective purchases, for the purpose of making a sale.
- Relationship Selling
 - Is a multi-stage process that emphasizes personalization and empathy as key ingredients in identifying prospects and developing them as long-term, satisfied customers



Summary

- Important steps in selling includes lead generation to follow up
- Tasks of sales management ranges from defining sales goals and sales process to evaluating sales force
- In overall sales force objectives are usually stated in terms of desired rupee sales volume, market share, or profit level

