

LECTURE 44

Personal Selling- Part I

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Personal Selling

- Personal Selling is oral communication with potential buyers of a product with the intention of making sales.
- According to Philip Kotler: “ As face-to-face interaction with one or more prospective purchasers for the purpose of making the sales.”
- The American Marketing Association defines the term salesmanship as “the personal or impersonal process of assisting and/or persuading a prospective customer to buy a commodity or service and to act favorably upon an idea that has commercial significance to the seller.”

Definition: Personal Selling

1. Two-way flow of communication.
2. Between a buyer and a seller
3. A face to face or real time encounter

Why are face to face and two-way important ?

Why is it more Useful ?

- Company is small or has insufficient funds to carry on an advertisement programme.
- When market is concentrated.
- When the personality of the salesman needed to establish rapport or create confidence.
- When product has higher unit of value.
- When customer requires demonstration.

Sales Force as a part of IMC

- Product or Service
 - ✓ Complex goods or services
 - ✓ Major purchase decisions
 - ✓ Personal demonstration required
- Price
 - ✓ Final price negotiable
 - ✓ Price provides adequate margin
- Channels
 - ✓ Channel short and direct
 - ✓ Training needed by intermediaries
 - ✓ Selling needed to push product through
 - ✓ Intermediaries can provide personal selling
- Advertising
 - ✓ Media do not provide an effective link
 - ✓ Information cannot be provided by media
 - ✓ Sparse market reduces advertising economies

Steps in the Personal Selling Process



Steps in the Personal Selling Process

1. **Generating Leads** - To generate leads from both customer and non-customer sources.
2. **Qualifying prospect** – Looking for & checking leads.
3. **Knowledge acquisition** – The collection of as much relevant information as possible.
4. **Sales presentation** – The persuasive, Vocal presentation, and answering questions.
5. **Handling Objections** – Addressing concerns and request for more information.
6. **Sales closing** – Consummating the deal.
7. **Follow-up** – Ensure everything goes as planned. Address additional concern or issues.

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