

LECTURE 45

Personal Selling- Part II

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Steps in the Personal Selling Process



Personal Selling : Pre-call Planning

- ✓ What do I want to accomplish?
- ✓ What do I know about the prospect?
- ✓ Where can I find the information?
- ✓ What am I going to say?

Personal Selling : Pre-Approach Information Need

- ✓ What business we are in?
- ✓ Its products and markets
- ✓ Who handles purchase process?
- ✓ How often is purchase of the product made?
- ✓ Who is the competitors and their products?
- ✓ What company plan could affect future need for the product?

The Approach: Reducing Relationship Anxiety

- Propriety
 - ✓ Show buyer respect: dress, talk appropriately.
- Competence
 - ✓ Know your product/service: third-party references.
- Commonality
 - ✓ Common interest, views, acquaintances.
- Intent
 - ✓ Reveal purpose of call, process, and payoff to the buyer.

New Roles for Salespeople

Surveying/
Research

Mapmaking

Guiding

Fire starting



Types of Sales Jobs

Creative Selling

- Assessing a situation and determining the needs
- Requires skill & preparation

Order Taking

- Often involves straight rebuying
- Accomplished by Inside and Field order takers
- Role is much more causal

Missionary Sales

- Perform a support role
- Introduce new products, promotions or programs with the actual order to be taken

Eureka Forbes : The Euro Champ

- EFL was started in 1982 as a joint venture between the Forbes (India) Group and Electrolux of Sweden.
- The company's first product ***EuroClean*** vacuum cleaner, was followed in 1984 by its ***AquaGuard*** water purifier.
- Eureka Forbes had to establish the concept of vacuum cleaners and water purifiers in India before it could sell 'Eureka' as a brand.
- The company believed that's its core strength was its people. And they employed dynamic highly motivated individuals called "EUROCHAMPS" are projected as '*The friendly man from Eureka Forbes*'.

Source: Das Narayandas Kerry Herman 2009. Eureka Forbes Ltd.: Managing the Selling Effort (A) Harvard Business Review



Case study: Eureka Forbes

- Eureka Forbes became synonymous with the smartly dressed salesman who came to their houses and cleaned up things in jiffy or showed how air/water purifiers were indispensable.
- EuroChamps targeted metros, smaller towns and cities.
- The company began advertising across various medias primary to familiarize it target segment, homemakers, with its produce and introduce it to the salesforce.
- Television commercials typically featured models who appeared friendly and trustworthy. The company and trustworthy.
- The company also used actors from popular Hindi TV serials, such as Nitish Bhardwaj and Amar Upadhyay, to enhance the friendly and trustworthy image of its salespersons.

Source: Das Narayandas Kerry Herman 2009. Eureka Forbes Ltd.: Managing the Selling Effort (A) Harvard Business Review



The EuroChamps

- EFL looks for several attitudes and skills, EuroChamps: minimum two years university education, graduates are preferred; high achievement drive; reasonable spoken communication and interpersonal skills; perseverance; financially needy.
- A fresh, young face is sometimes easier to mold. They come in as boys and become men in our family. The older EuroChamps become team leaders and heads of CRCs.
- EuroChamps' day began at 7:00 am every morning with a 30-minute morning field meeting led by a team leader.
- EuroChamps' approach around 40-50 doors by midday (cold-calling) with an objective of generating 3-4 appointments for demonstration in the evening.
- By midday, the EuroChamps return to the area office to complete their daily activity reports, deposits payments and request delivery for closed sales.
- Afternoons and evenings are spent for closing sales, collecting payments and at day end a night field meeting is held.

Source: Das Narayandas Kerry Herman 2009. Eureka Forbes Ltd.: Managing the Selling Effort (A) Harvard Business Review



The EuroChamps

- The company also launched a consumer training drive to support the new campaign.
- Sales personnel trained domestic help regarding product usage and keep up and contact with the consumers on an on-going basis.
- Vacuum cleaners were easy to use and that even maidservants could be trusted with the product.
- The company also publicized a toll-free number, along with the advertisement so that customers could request product demonstration and training by a salesperson.

Source: Das Narayandas Kerry Herman 2009. Eureka Forbes Ltd.: Managing the Selling Effort (A) Harvard Business Review



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