

LESSON 1

INTRODUCTION: PERSONAL SELLING AND SALESMANSHIP

PERSONAL SELLING

- Meaning and Definition of Personal Selling
- Difference between Personal Selling and Salesmanship.
- Advantages of Personal Selling
- Limitation of Personal Selling
- Objectives of Personal Selling

SALESMANSHIP

- Introduction
- Definition of Salesmanship
- Characteristics or Features of Salesmanship

OBJECTIVES

After studying this lesson, you would be able to understand-

- Meaning, Advantages, Objectives and Limitation of Personal Selling
- Meaning and Features of Salesmanship
- Difference between Personal Selling and Salesmanship

Meaning of Personal Selling:-

Selling may be personal or impersonal selling is a highly distinctive word and the only form of direct sales promotion involving face to face relationship between sellers and potential customers. Personal selling is a flexible and extremely effective but costly form of sales promotion. Personal selling is a two-way communication or mutual communication.

According to American Marketing Association, “Personal selling is an oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales.”

According to Richard Buskirk, “Personal selling consists of contacting prospective buyers personally.”

Finally Personal selling is a direct face to face seller to buyer conversation which can communicate relevant facts about the product and the firm to the prospect so that he or

she may take buying decision. Personal selling can use the psychology of persuasion most effectively so as to encourage a buying decision.

Difference between Personal Selling and Salesmanship

Most of us think that these two terms i.e. personal selling and sales-manship are synonymous to each other and are used without any distinction. But this conception is wrong. There is vital difference between these two terms. Personal selling is a broader concept and involves oral presentation in conversation with one or more prospective buyers for making sales. The main purpose of personal selling is to bring the product and the company in the knowledge of the prospective buyers and to convince them about the quality of the product or products and make certain that ownership transfer will take place. It is an effective form of sales promotion. On the contrary, salesmanship is an attempt to induce the prospective buyer to buy goods. Personal skill of the salesman is used in salesmanship. Salesmanship may be employed both in personal selling and impersonal selling (such as advertising).

Advantages of Personal Selling

Personal selling is the most important ingredient in the promotion mix. It renders valuable services to consumers, producers and the society. It is an effective form of sales promotion. The main advantages are as follow:

1-Flexible

Personal selling is more flexible and adaptable to the varying purchasing situations. Under personal selling, it is possible for the salesman to adopt himself to the needs, motives, impulses and other behavioural traits of the prospective buyers so as to communicate the message and close the deal.

2-Minimum wastage of efforts

In personal selling, there is minimum waste of effort and expenditure because the whole effort is focused on qualified target consumer/consumers. Also there is minimum possibility of message diffusion and distortion.

3-Means of two-way communication

Personal selling is the best means of two-way communication continuously between the company and its customers. Top sales management can be fully informed about many vital matters, such as customer's reaction, market trend, competition, dealer's demand etc.

4-Create the interest in consumers

In personal selling, it is possible for the salesman to detect loss of consumer's attention and interest and regenerate them by frequent repetitions and reinforcements.

5-Develop good relationship

In personal selling, it is possible to develop durable relationship between salesman and the consumer or consumers which make future sale exploration much more effective.

6-Means of convincing the prospects

Personal selling is a powerful means of convincing the prospective buyer by presenting actual demonstration of the product or its use. Salesman is in the position to remove every possible doubt from the mind of the prospective buyers and convince them about the quality of goods and transfer of title.

7-Increase the volume of sales

Personal selling helps in increasing the volume of sales. It results in large scale production and thereby reduction in cost and prices. In this way the society may get better quality goods at a comparatively cheaper rate

LIMITATION OF PERSONAL SELLING

Personal selling is not without its share of limitations. The main limitations of personal selling are as follows:

1-Expensive Activity

Personal selling is very expensive because the cost of developing and maintaining efficient sales force is quite high

2-Lack of good salesman

It is difficult to recruit the right kind of salesmen who have the potential and ability to sell and be loyal to the business enterprise. Good and competent salesmen are scarce.

3- Difficult to create customer

Consumer loyalty built up around a good salesman of long standing is usually lost as soon as he retires or leaves the job.

OBJECTIVES OF PERSONNEL SELLING

There are two objectives of Personnel selling (1) Qualitative objectives (2) Quantitative objectives.

Qualitative Objectives

1. To do the entire selling job (as when there are no other elements in the promotional mix)
2. To "Service" existing accounts (that is to maintain contacts with present customers, take orders etc.)
3. To search out and obtain new customers.

4. To secure and maintain customers co-operation in stocking and promoting the product line.
5. To keep customers informed on changes in the product line and other aspects of marketing strategy.
6. To assist customers in selling the product line (as through "Missionary selling")
7. To provide technical advice and assistance to customers (as with complicated product and where products are especially designed to fit buyers specification)
8. To assist with (or handle) the training of middlemen's sales personnel.
9. To provide advice and assistance to middlemen on management problems.
10. To collect and repeat market information on interest and use to company management.

Quantitative Objectives

1. To capture and retain a certain market share
2. To obtain sales volume in ways that contributes to profitability (for example, by selling "Optimum" mix of company products.)
3. To obtain some number of new accounts of given types.
4. To keep personal selling expenses within set limits accounts business.
5. To secure targeted percentages of certain accounts business.

Salesmanship

Salesmanship is the art of selling goods and service to the buyer for a consideration. It is the power or ability to influence people to buy, art of persuading people to purchase goods, ability to persuade people to buy and above all it is the ability to turn a prospect into a buyer. Salesmanship is a personal linkage to the customer. Salesmanship includes all those activities that are to be undertaken to convert a trying 'suspect' into a 'prospect' and then the 'prospect' into a 'customer'.

Definitions of Salesmanship

Different experts have defined salesmanship in different ways. However, some of the main definition of salesmanship are as follows:

1. According to T.S. Knox, "Salesmanship is the ability to persuade to want what they already need." This definition points out the following aspects that are involved in salesmanship :
 - (a) There must be persuasion by the salesman.
 - (b) The effect of persuasion should be of converting need into want. Want is the effective need. A man may feel the need of a commodity but since it is not effective and hence cannot be called want. Effective need compels the consumer to create resources of satisfying it.
2. Salesmanship is the art persuading man to buy what he has to sell"

This definition points out the following aspects that are involved in salesmanship :

 - (a) It is an art of persuading man.

- (b) The effect of persuading is to buy only those commodities which the seller wants to sell.

Salesmanship is referred to as, “the power or ability to influence people to buy,” “art of persuading people to buy only those goods which you want to sell,” “conscious effort on the part of salesman to turn a prospect into a buyer.

3. According to W.G. Carter, “Salesmanship is an attempt to induce people to buy goods.”
4. According to H.H. Houghton, “Salesmanship is the personal service rendered to the community with the marketing of goods.”
5. According to R.S. Davar, “Salesmanship may be defined as the art of persuading persons to buy goods which will give them lasting satisfaction by the use in the process..... it is the ability to convert human needs into wants. Salesmanship is the persuasion and not compulsion.”

Conclusion: After going through the above definition and also given by other experts, “salesmanship may be defined as personal selling and skill by which the seller persuaded the prospective customers to buy goods and serviced for their mutual profit and satisfaction.”

Characteristics or Features of Salesmanship

1. It is a creative art. It creates wants. The salesman converts the need of the prospective customers into wants.
2. It is a science in the sense that “one human mind influences another human mind.”
3. Salesmanship is personal service to the prospective customer. It imparts knowledge and technical assistance to the consumers.
4. Salesmanship consists of winning the buyer’s confidence.
5. It is the art of attracting and persuading customers to buy goods or services.
6. It helps to establish a cordial and abiding relationship between the organization and the customers. This relationship ultimately brings benefits to the organization and industry, to the salesman, to the consumers and finally to the whole economy.
7. It is the ability to induce people to buy goods or services at a profit to the seller and with benefit to buyer.
8. Salesmanship discourages bargaining and haggling tendency of the customers.
9. Salesmanship is universal. Whether he may be a producer, manufacturer, leader, shop-keeper, employee, teacher, religious guru, professional or even students- all are salesmen as they use salesmanship in one way or the other so as to attain success.

SELF CHECK QUESTIONS

1. What do you understand by the term “Personal Selling”? What are the objectives of personal selling?
2. Discuss the Advantages and limitation of Personal Selling
3. Define salesmanship and give its features.

