

Improving sales productivity
&
personal selling

Salesmanship

- Is an art of selling goods and services of the seller to buyers. It is seller-initiated effort that provides prospective buyers with information and motivates or persuades them to make favorable buying decisions concerning the seller's products or service.
- “ the personal or impersonal process of assisting and/or persuading a prospective customer to buy a commodity or service to act favorable upon an idea that has commercial significance to the seller.

The American Marketing Association

Skills for effective salesmanship

- Product Knowledge
- Strategic Prospecting skills
- Rapport Building on the Call
- Buyer-Seller Agreement
- Active Listening
- Communication
- Qualification Questioning
- Time Management.
- Objection Prevention
- Objection Handling
- Demo Skills
- Gaining commitment
- Closing techniques
- Post Sales relationship management

Personal Selling

- “oral presentation is a conversation with one or more prospective customers for the purpose of making sales.”

American Marketing Association

- It is most important of all the market efforts of an enterprise because through personal selling consumers are encouraged more.

Nature of Personal Selling

- Provider stage
- Persuader stage
- Prospector stage
- Problem-solver stage
- Procreator stage

New Role of Personal Selling

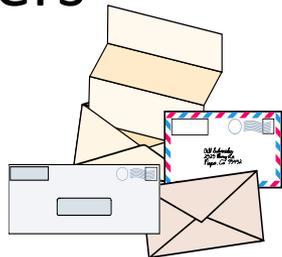
- Surveying
- Mapmaking
- Guiding
- Fire starting

Types of Salespersons

ORDER GETTERS

Current
customers

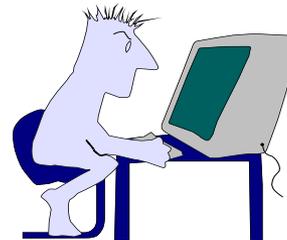
New
customers



ORDER TAKERS

Inside Order Takers
(**via mail, telephone,
internet**)

Outside Field Sales



SUPPORT PERSONNEL

Missionary
Salespersons

Trade
Salespersons

Technical
Salespersons

Personal Selling Tasks

- Order taking
- Creative selling
- Missionary sales

ORDER TAKER

- A salesperson who only processes the purchase that the customer has already selected
- Retail outlets that are heavily oriented toward self-service
 - Routine
 - writing up orders
 - checking invoices
 - assuring prompt order processing

ORDER GETTER

- A salesperson who actively seeks to provide information to prospects, persuade prospective customers, and close sales
- Personal service oriented stores
- May practice suggestion selling
 - Seeking out customers
 - Creative selling
 - Pioneering
 - Account management

- **Missionary Salespeople**
 - They do not seek to obtain a direct order from their customers
 - Primary goal is to persuade customers to place orders with distributors or wholesalers
 - Detailer
 - Goodwill
 - “Closers”

- **Support Salespeople**
 - Support the sales force in a number of ways
 - Technical support salespeople assist with technical aspects of sales presentations
 - Merchandisers may set up product displays

- ***Telemarketing***

- Utilizing the telephone for prospecting, selling, and/or following up with customers
- Outbound: the salesperson uses the telephone to call customers
- Inbound: Firms which have customers calling the vendor company to place orders (toll-free phone numbers)

Personal selling process



The Personal Selling Process

PROSPECTING

Prospecting

- A salesman has to begin with identifying the potential customers.
- In personal selling it is called Leads prospecting.
- A prospect is thus a potential customer who has the need for Procedures for product, has the purchasing power Qualifying Leads and willingness to buy the product.
- Prospecting is a process whose ultimate aim is to build a prospect Qualified base consisting of current Prospects customers and potential customers.



- Does the lead have want or a need that purchase of my products or services can satisfy?
- Does the lead have the ability to pay?
- Does the lead have the authority to buy?
- Can the lead be approach favorably?
- Is the lead eligible to buy?

Techniques of Prospecting

- Cold calling via telephone
- Door to door cold calling
- Speaking at conferences
- Writing articles
- Trade shows
- Conferences
- Reading local newspapers
- Asking for referrals from existing customers
- Networking

Prospecting Sources & Methods

Internal Sources

- Company Records
- Lists and Directories
- Advertising Inquiries
- Telephone Inquiries
- Mail Inquiries
- Internet or World Wide Web

Personal Contact

- Observation
- Cold Canvassing
- Trade Shows
- Bird Dogs (Spotters)

External Sources

- Referrals
- Introductions
- Community Contacts (Centers of Influence)
- Organizations
- Non-competing Salespeople
- Visible Accounts

Qualified Prospects

- ✓ Can benefit from the sales offering
- ✓ Have the financial wherewithal to make the purchase
- ✓ Play an important role in the purchase decision process
- ✓ Are eligible to buy based on a fit within the selling strategy
- ✓ Are reasonably accessible and willing to consider the sales offering
- ✓ Can be added to the customer base at an acceptable level of profitability

Significance of prospecting

- Prospecting looks for customers who have the need and ability to buy our product or service.
- Prospecting helps in finding out potential customers.
- Prospecting helps in bringing our lost customers.
- Prospecting helps in retaining our current customers.
- Generating sales through prospecting is possible.

Sales presentations

- The sales person has to gain the customers attention. For this purpose, he should start with sales pitch to present his product and describe its characteristics in brief.
- He should understand the attitude of the prospect and match with his attitude so that he may be able to hold his attention and create interest in the product.
- In selling technique, a sales pitch is a line of talk that attempts to persuade someone or something, with a planned sales presentation strategy of a product or service designed to initiate and close a sale of the product or service.
- A sales pitch is a planned presentation of a product or service designed to initiate and close a sale of the same product or service. A sales pitch is essentially designed to be either an introduction of a product or service to an audience who knows nothing about it, or a descriptive expansion of a product or service that an audience has already expressed interest in.

Demonstration

- Demonstration is one of the best methods of presentation
- If necessary, the sales person should display and demonstrate the working of the product.
- He should explain and describe the utility of the product in brief through demonstration so that the prospect realizes the need for the product to satisfy his wants.
- He should not be in hurry to impress the customer and should avoid any controversy.
- He may suggest uses of the product and may create impulsive urge to possess the commodity, by appealing to human instinct.

Handling Objection / Sales Resistance

- Resistance is a wider term than objection.
- Sales resistance is purported to those imaginary or actual hurdles that make the sale of product difficult.
- The salesmen therefore, are compelled to face resistance from the buyers.
- It is necessary to evaluate correctly and immediately the buying motives in order to remove the sales resistance.
- Sales resistance may be of following types:
 - i. The product cannot be sold (product cannot be sold on credit).
 - ii. Sales objections (objections raised due to unclear, impure and inchoate presentation).
 - iii. Product related resistance (objection raised on account of color, size, shape, price, design, technical defects, etc.)
 - iv. Buyer related resistance (objection raised due to ignorance toward their necessity).

Closing the Sale

- Closing is a sales term which refers to the process of making a sale.
- In sales, it is used more generally to mean achievement of the desired outcome, which may be an exchange of money or acquiring a signature.
- The salesperson should not force the prospect to buy but he should let the customer feel that he has made the final decision.

Common Techniques of Sales Closing

- **The Assumptive close**, also known as the presumptive close: in which the salesperson intentionally assumes that the prospect has already agreed to buy, and wraps up the sale. "Just pass me your credit card and Ill get the paperwork ready."
- **The Balance Sheet close**, also called the Ben Franklin close, in which the salesperson and the prospect build together a pros-and-cons list of whether to buy the product, with the salesperson trying to ensure the pros list is longer than the cons.
- **The Cradle to Grave close**, in which the salesperson undercuts prospect objections that it is too soon to buy by telling them there is never a convenient time in life to make a major purchase, and they must therefore do it anyway."
- **The Direct close**, in which the salesperson simply directly asks the prospect to buy. Salespeople are discouraged from using this technique unless they are very sure the prospect is ready to commit.
- **The Indirect close**, also known as the question close, in which the salesperson moves to the close with an indirect or soft question. "How do you feel about these terms" or "how does this agreement look to you?"

- **The Minor Point close**, in which the salesperson deliberately gains agreement with the prospect on a minor point, and uses it to assume that the sale is closed. "Would the front door look better painted red? No? Okay, then well leave it the colour it is."
- **The Negative Assumption close**, in which the salesperson asks two final questions, repeating them until he or she achieves the sale. "Do you have any more questions for me?" and "do you see any reason why you wouldn't buy this product?" This tactic is often used in job interviews.
- **The Possibility of Loss close**, also known as the pressure close, in which the salesperson points out that failing to close could result in missed opportunity, for example because a product may sell out, or its price rise.
- **The Puppy Dog close**, in which the salesperson gives the product to the prospect on a trial basis, to test before a sale is agreed upon.
- **The Sales Contest close**, in which the salesperson offers the prospect a special incentive to close, disarming suspicion with a credible "selfish" justification. "How about if I throw in free shipping? If I make this sale, Ill win a trip to Spain."
- **The Sharp Angle close**, in which the salesperson responds to a prospect question with a request to close. "Can you get the system up and running within two weeks?" "If I guarantee it, do we have a deal?"

Follow -Up

- It refers to the activities undertaken to ensure the customer that he has taken the right decision of buying the product.
- These activities include installation of the products, checking and testing its smooth performance, maintenance and after-sale service.
- It helps in building long term relationship with the customer.

Types of sales calls

- Cold Call:
 - An unsolicited visit or phone call made by someone trying to sell goods or services. The objective is to learn more about the prospect, their needs, and identify the decision maker.
- Warm Call:
 - Contact with a prospect through an introduction at a business event or from a referral. Encourage clients and colleagues to introduce you to other businesses that need your goods or services.
- Sales Appointment:
 - A set time the prospect and salesperson agree upon to discuss the prospect's needs. This call is with the decision maker and usually a formal sales presentation.
- Follow Up Call:
 - An activity carried out to monitor or further develop the customer's journey with your product or service. Many sales are lost due to no follow up. Repeat business is won with follow up calls too.
- Discovery Call:

Selling Styles

- Aggressive selling
- Relationship building/Consultative Selling
- Need-oriented Selling:
- Product-oriented Selling:
- Competition-oriented Selling:

Effective selling techniques

Role of relationship marketing in personal selling

Value added selling

- **Value added selling** is one of several sales techniques that relies on building on the inherent **value** of a product or service. By its nature the **value add** technique is a more flexible and customized **selling** approach that requires input from a defined range of average customers.