

# PERSONAL SELLING

Chapter 11

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## Personal Selling



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## Personal Selling



- Business-to-consumer
- Business-to-business
- Business-to-professional
- Event planning

The two-way flow of communication between a buyer and seller designed to influence a buyer's purchase decision

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## The Value of Personal Selling

Provide Information and Advice



Make Buying Easier

Help Build Relationships

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## Is Personal Selling Appropriate?

What information must be exchanged between firm and potential customer?

What are the alternative ways to carry out these communications objectives?

How effective is each alternative in carrying out the needed exchange?

How cost effective is each alternative?

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## The Many Uses of Personal Selling

Product or Service	Channels
Complex products requiring customer application assistance (computers, pollution control system, steam turbines) Major purchase decisions, such as food items purchased by supermarket chains Features and performance of the product requiring personal demonstration and trial by the customer (private aircraft)	Channel system relatively short and direct to end-users Product and service training and assistance needed by channel intermediaries Personal selling needed to push product through channel Channel intermediaries available to perform personal selling function for supplier with limited resources and experience (brokers or manufacturer's agents)
Price	Advertising
Final price is negotiated between buyer and seller (appliance, cars, real estate) Selling price or quality purchased enables an adequate margin to support selling expenses (traditional department store compared to discount house)	Advertising media do not provide effective link with market targets Information needed by buyer cannot be provided entirely through advertising and sales promotion (ie insurance) Number and dispersion of customers will not enable acceptable advertising economies

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## The Personal Selling Process

Generate and qualify leads

Preapproach

Sales Presentation

Closing the Sale

Follow-up



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## Generate and Qualify Leads

Cold Calling

Trade Shows

Networking



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## Preapproach/ Customer Learning



**US EMAIL LIST FOR SALE**  
**6 MILLION RECORDS**  
The #1 Business Email List for Sales and Marketing Leads **\$599**  
100% New, Fresh, Updated Records  
415 Business Email Lists for Sale  
Search by: Email Address, Industry, SIC Code, Company, Address, City, State, Zip codes, Web address, Phone, Fax, Contact...  
[More Info >](#)  
**ORDER NOW**

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## Sales Presentation

- Begin by understanding customer needs
  - ▣ Where they are in the buying process
  - ▣ What is their problem/issue?
  
- Explain the features and functions in a simple, easy to understand way
  
- Prepare responses for standard questions

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## Closing the Sale



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## Follow-Up



Effective follow-up plays a vital role in the establishment of customer relationships

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## Sales Force Structure

### Types of Sales Reps



### Primary Functions



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## Sales Force Recruitment

- Begin by determining the job requirements
- Look for important personality traits



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## Sales Force Compensation

- Salary/Commission/  
Bonuses
- Sales Contests
- Nonfinancial Rewards
- Measuring the Relative  
Effectiveness



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## Ethical Considerations

Principal-Agent Problem



Distribution of Information



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