



SNS B-SPINE

Coimbatore-35
An Autonomous Institution

DEPARTMENT OF MANAGEMENT STUDIES

23BAT607 – MARKETING MANAGEMENT

I YEAR I SEM

UNIT 5 – MARKETING CHANNELS AND COMMUNICATION MIX

TOPIC 9 – PERSONAL SELLING



INTRODUCTION TO PERSONAL SELLING

- Personal selling is a face-to-face communication technique where a salesperson interacts directly with potential customers to understand their needs, provide product information, and persuade them to make a purchase.
- It is a critical component of the marketing mix, particularly in industries where complex or high-involvement products require personalized explanations and demonstrations



Nature of Personal Selling

- **Interpersonal Communication:** Personal selling involves direct interaction between the salesperson and the customer, allowing for two-way communication and relationship-building.
- **Customization:** Salespeople can tailor their approach to address individual customer needs and preferences, enhancing the customer experience.
- **Relationship-Oriented:** Personal selling emphasizes building long-term relationships with customers, fostering loyalty and repeat business.



Role of the Sales Force

- **Customer Engagement:** Sales representatives engage customers, answer their questions, and provide personalized solutions.
- **Market Research:** Salespeople gather valuable feedback and insights from customers, helping the organization understand market trends and customer preferences.
- **Negotiation:** Sales representatives negotiate with customers to reach mutually beneficial agreements.



Managing the Sales Force

- **Recruitment and Training:** Recruiting skilled and motivated salespeople and providing them with proper training is essential for their effectiveness.
- **Sales Force Motivation:** Offering competitive compensation, incentives, and recognition to keep the sales force motivated and productive.
- **Performance Evaluation:** Regularly assessing the performance of the sales force helps identify strengths and areas for improvement.



Sales Force Strategy

- **Territory Management:** Dividing the market into specific territories and assigning sales representatives to each territory.
- **Customer Segmentation:** Categorizing customers based on their needs and potential, allowing salespeople to focus on specific target segments.
- **Sales Quotas:** Setting individual or team sales targets to drive performance and achieve sales objectives.



The Personal Selling Process

- **Prospecting:** Identifying potential customers and leads who might be interested in the product or service.
- **Preparation:** Gathering information about the customer's needs, preferences, and potential objections.
- **Approach:** Initiating contact with the customer, creating a positive first impression, and building rapport.
- **Presentation:** Demonstrating the product's features and benefits, tailored to the customer's needs.



- **Handling Objections:** Addressing customer concerns and objections to overcome resistance.
- **Closing:** Asking for the sale and finalizing the transaction.
- **Follow-Up:** After the sale, maintaining contact with the customer to ensure satisfaction and encourage repeat business.



Personal Selling and Customer Relationship Management (CRM)



- Personal selling contributes to customer relationship management by building strong relationships with customers.
- Sales representatives use CRM systems to track customer interactions, preferences, and purchase history, allowing for more personalized and targeted selling. CRM helps salespeople follow up with customers and maintain ongoing communication, leading to higher customer retention and loyalty.



Conclusion

Personal selling is a dynamic and interactive form of communication that allows sales representatives to engage with customers directly, build relationships, and meet their unique needs. With its focus on customization, relationship-building, and persuasive communication, personal selling remains a crucial strategy for organizations, particularly in industries where personalized interaction is vital for successful sales.



By managing the sales force effectively, implementing a well-defined sales force strategy, and utilizing customer relationship management tools, businesses can enhance their personal selling efforts, achieve sales objectives, and build long-lasting customer relationships



THANK YOU