Personal Selling Advantages:

- Personal selling provides detailed explanation or demonstration of the product.
- Message can be varied according to motivations of each customer.
- Personal selling can be directed only to qualified prospects.
- Costs can be controlled by adjusting the size of the sales force in one-person increments.
- Personal selling is considerably more effective than other forms of promotion in obtaining a sale and gaining a satisfied customer.
### Comparison

**Personal Selling is more important if...**

- Product has a high value.
- Product is custom made.
- There are few customers.
- Product is technically complex.
- Customers are concentrated.

**Advertising & Sales Promotion are more important if...**

- Product has a low value.
- Product is standardized.
- There are many customers.
- Product is simple to understand.
- Customers are geographically dispersed.
Relationship Selling

A sales practice that involves building, maintaining, and enhancing interactions with customers in order to develop long-term satisfaction through mutually beneficial partnerships.
## Traditional Selling vs. Relationship Selling

<table>
<thead>
<tr>
<th>Traditional Personal Selling</th>
<th>Relationship Selling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sell products</td>
<td>Sell advice, assistance, counsel</td>
</tr>
<tr>
<td>Focus on closing sales</td>
<td>Focus on customer’s bottom line</td>
</tr>
<tr>
<td>Limited sales planning</td>
<td>Sales planning is top priority</td>
</tr>
<tr>
<td>Discuss product</td>
<td>Build problem-solving environment</td>
</tr>
<tr>
<td>Assess “product-specific” needs</td>
<td>Conduct discovery in scope of operations</td>
</tr>
<tr>
<td>“Lone wolf” approach</td>
<td>Team approach</td>
</tr>
<tr>
<td>Pricing/product focus</td>
<td>Profit impact and strategic benefit focus</td>
</tr>
<tr>
<td>Short-term sales follow-up</td>
<td>Long-term sales follow-up</td>
</tr>
</tbody>
</table>
Relationship Selling vs. Traditional Selling

Sales Increases Result From Creating Value

Initial Sales
Repeat Sales
Successive Sales

Traditional Sales
Relationship Sales
Selling in the Technology Age

• Personal selling has taken a technological turn
• Younger shoppers research styles and prices before setting foot in a store
• Not interested in interacting with salespeople
• Independent Shoppers
• iPads and touch screens are replacing sales personnel
Steps in the Selling Process

1. Generate Leads
2. Qualify Leads
3. Probe Customer Needs
4. Develop Solutions
5. Handle Objections
6. Close the Sale
7. Follow Up
Generating Leads

- Advertising
- Webinars
- Referrals
- Trade Shows/Conventions
- Direct Mail
- Networking
- Social Media
- Telemarketing
- Cold Calling
Cold Calling

A form of lead generation in which the salesperson approaches potential buyers without any prior knowledge of the prospects’ needs or financial status.
Qualifying Leads

- Recognized need
- Buying power
- Receptivity and accessibility
Needs Assessment

A determination of the customer’s specific needs and wants and the range of options a customer has for satisfying them.
The Consultative Salesperson

Salesperson must know everything about...

- Product or service
- Customers
- Competition
- Industry
Developing and Proposing Solutions

Sales Proposal

Sales Presentation
## Powerful Presentations

<table>
<thead>
<tr>
<th>Tip</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Be well prepared</td>
<td></td>
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<tr>
<td>Use eye contact</td>
<td></td>
</tr>
<tr>
<td>Ask open-ended questions</td>
<td></td>
</tr>
<tr>
<td>Be poised</td>
<td></td>
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<tr>
<td>Use hand gestures and voice inflection</td>
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</tr>
<tr>
<td>Focus on the customer needs</td>
<td></td>
</tr>
<tr>
<td>Incorporate visual elements</td>
<td></td>
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<tr>
<td>Know how to operate the A/V equipment</td>
<td></td>
</tr>
<tr>
<td>Make sure the equipment works</td>
<td></td>
</tr>
<tr>
<td><strong>PRACTICE, PRACTICE, PRACTICE!</strong></td>
<td></td>
</tr>
</tbody>
</table>
Handling Objections

- View objections as requests for information
- Anticipate specific objections
- Investigate the objection with the customer
- Be aware of competitors’ products
- Stay calm
- Use the objection to close the sale
Closing the Sale

- Look for customer signals
- Keep an open mind
- Negotiate
- Tailor to each market
Steps in the Selling Process

- Qualifying Leads
- Approaching Customer
- Developing and proposing solutions
- Handling objections
- Closing the sale

Generating Leads

A Continuing Process
The Sales Force

- Strong Ego
- Sense of Urgency
- Assertiveness
- Sociable
- Risk Taker
- Intelligent
- Creative
- Empathetic
- Relationship Oriented