

PERSONAL SELLING

Introduction

Personal selling is one of the major components of promotion mix. It is a form of person-to-person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service. Unlike advertising, personal selling involves direct contact between buyer and seller, either face-to-face or through some form of media like telephone or on-line. While interacting with buyer, the seller can see or hear buyer's reactions and modify the message according to customer's needs. It can minimize wasted effort as it focuses on properly targeted, individual customers. It can provide all the required product information to the customer and can effectively convince him.

Definitions

According to American Marketing Association, "Personal selling is the oral presentation in a conversation with one or more prospective purchasers for the purpose of making sale ; it is the ability to persuade the people to buy goods and services at a profit to the seller and benefit to the buyer."

In the words of William J. Stanton, "Personal selling consists in individual; personal communication, in contrast to mass relatively impersonal communication of advertising; sales promotion and other promotional tools".

Nature and Significance of Personal Selling

It is often said that 'Getting Customers' and 'Keeping Customer' is the task of personal selling. But personal selling encompasses a variety of tasks. As a business world is going through a very rapid transition, the role of the sales force has also significantly changed.

1. Focus on Actual Sale :- Unlike other promotional tools, focus of personal selling is on actual sale. Advertising and sales promotional techniques attract attention, create

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