



Lamb, Hair, McDaniel **MKTG**

CHAPTER 18

Personal Selling

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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

Relationship (Consultative) 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

Traditional Personal Selling	Relationship Selling
Sell products	Sell advice, assistance, counsel
Focus on closing sales	Focus on customer's bottom line
Limited sales planning	Sales planning is top priority
Discuss product	Build problem-solving environment
Assess "product-specific" needs	Conduct discovery in scope of operations
"Lone wolf" approach	Team approach
Pricing/product focus	Profit impact and strategic benefit focus
Short-term sales follow-up	Long-term sales follow-up

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



CRM – Customer Relationship Management

- The ultimate goal of a new trend in marketing that focus on understanding customers as individuals instead of as part of a group.

Customer Relationship Management

Identify customer relationships

Understand interactions of the
customer base

Capture customer data

Leverage customer
information

Common CRM marketing database application

Campaign management

Retaining loyal customers

Cross-selling other
products and services

Designing targeted marketing
communications

Steps in the Selling Process

Generate Leads

Qualify Leads

Probe Customer Needs

Develop Solutions

Handle Objections

Close the Sale

Follow Up

Generating Leads

Advertising

Webinars

Referrals

**Trade Shows/
Conventions**

Direct Mail

Networking

Social Media

Telemarketing

Cold Calling

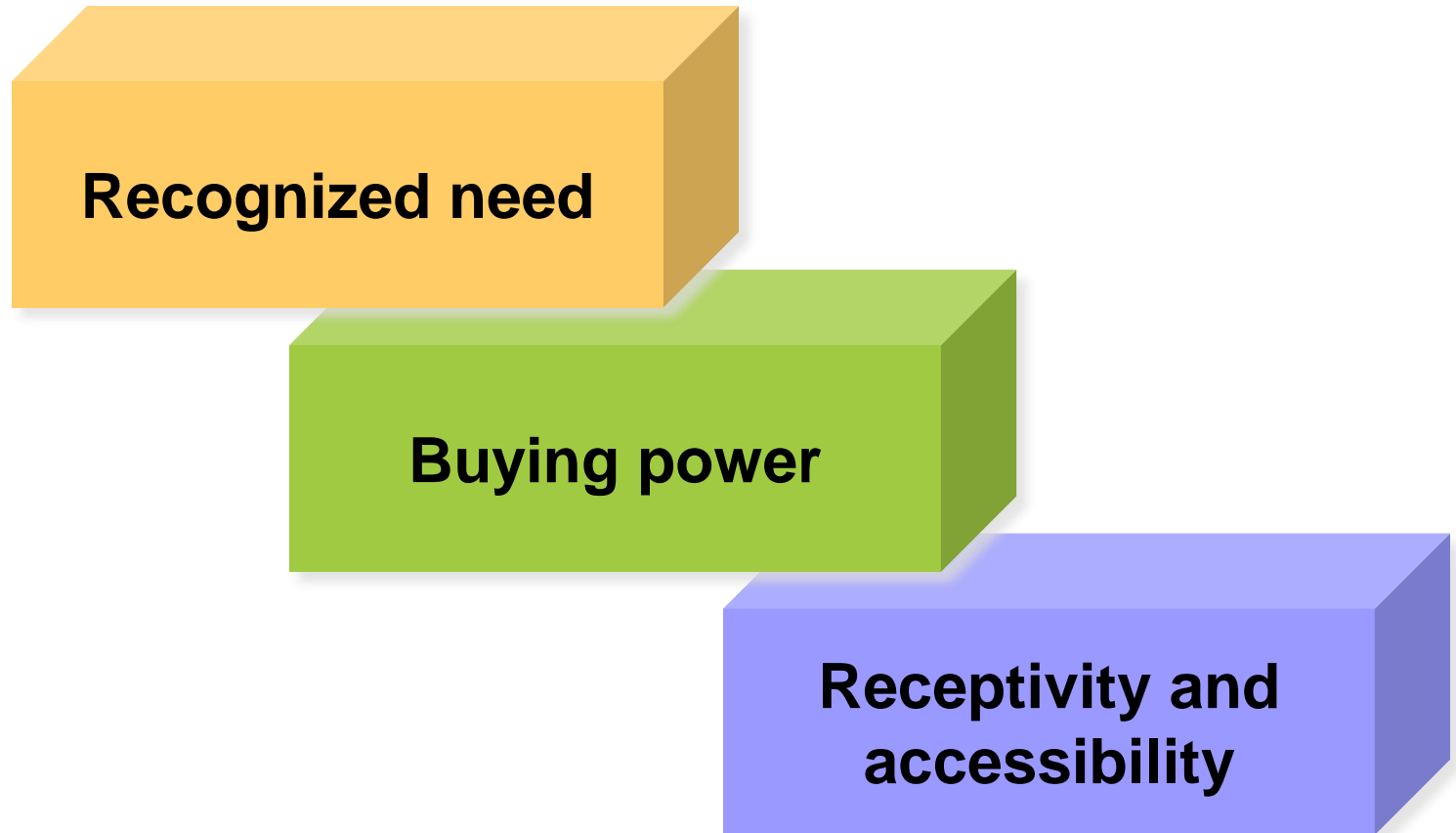
Cold Calling

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

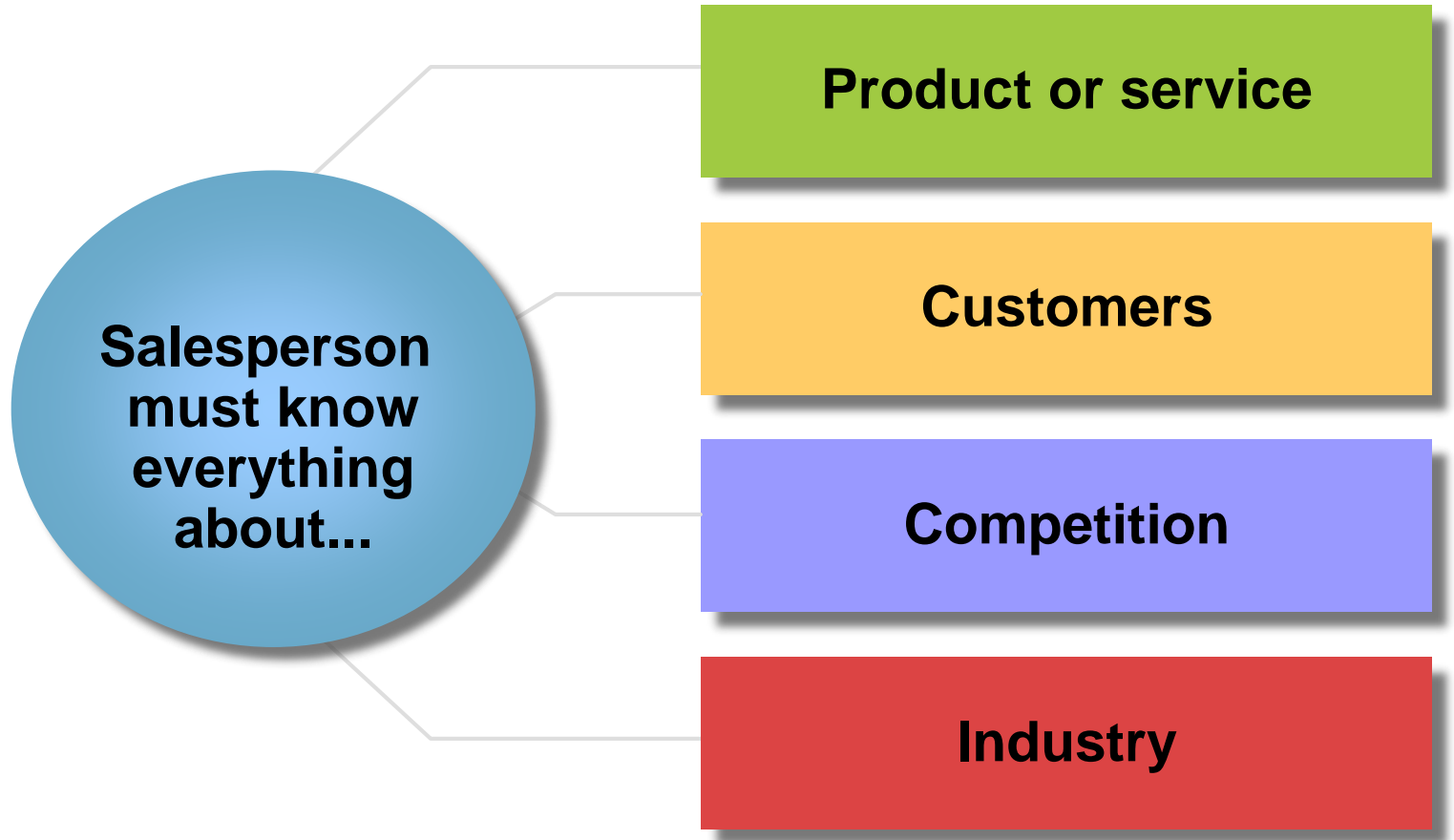


Needs Assessment

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



Developing and Proposing Solutions

Sales Proposal

Sales Presentation



Powerful Presentations

Be well prepared

Use eye contact

Ask open-ended questions

Be poised

Use hand gestures and voice inflection

Focus on the customer needs

Incorporate visual elements

Know how to operate the A/V equipment

Make sure the equipment works

PRACTICE, PRACTICE, PRACTICE!



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**

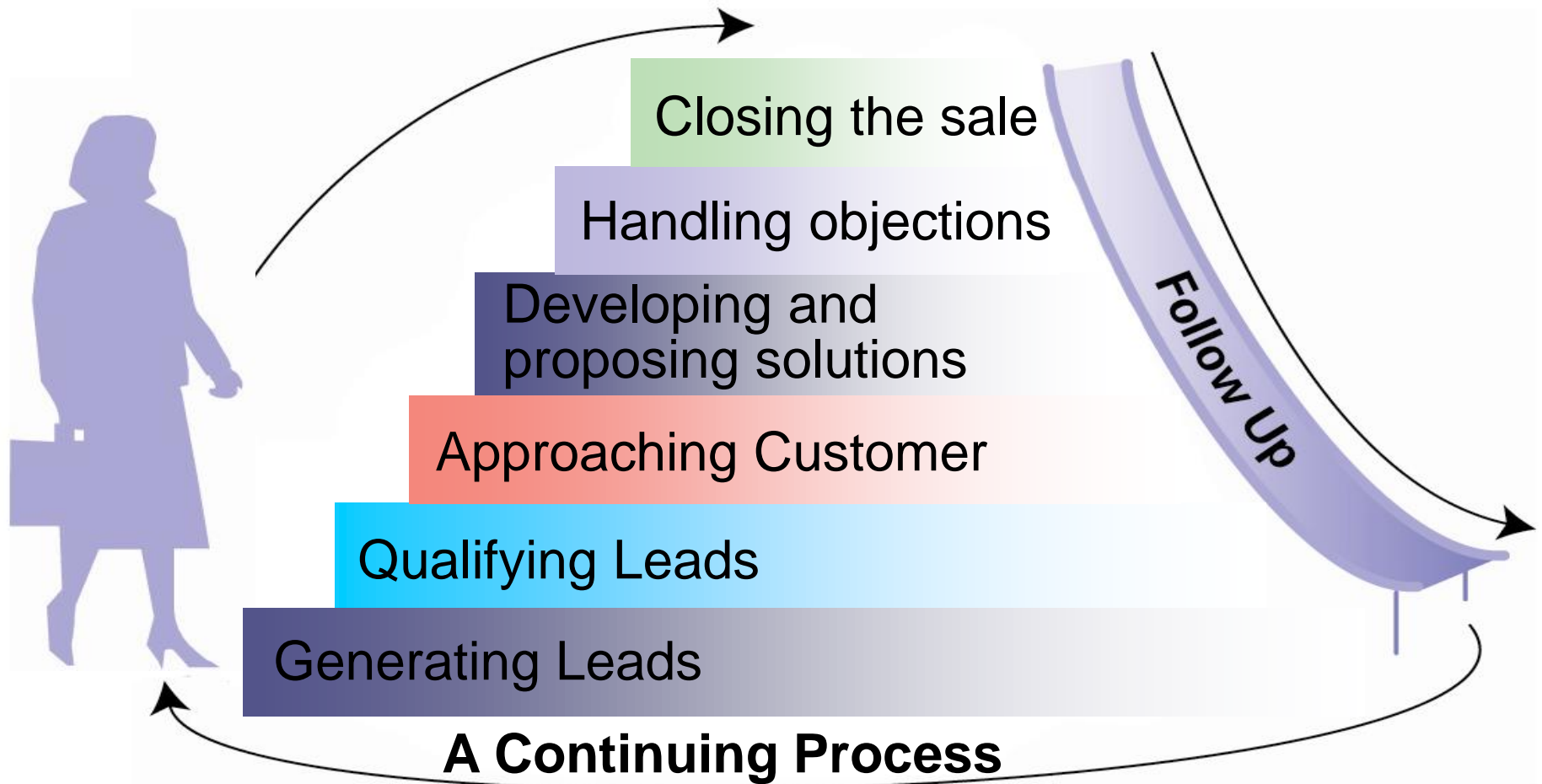
Keep an open mind

Negotiate

Tailor to each market



Steps in the Selling Process



The Sales Force

Strong Ego

Risk Taker

Sense of
Urgency

Intelligent

Assertiveness

Creative

Sociable

Empathetic

Relationship Oriented