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# SALES PROMOTION AND PERSONAL SELLING

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# PART I

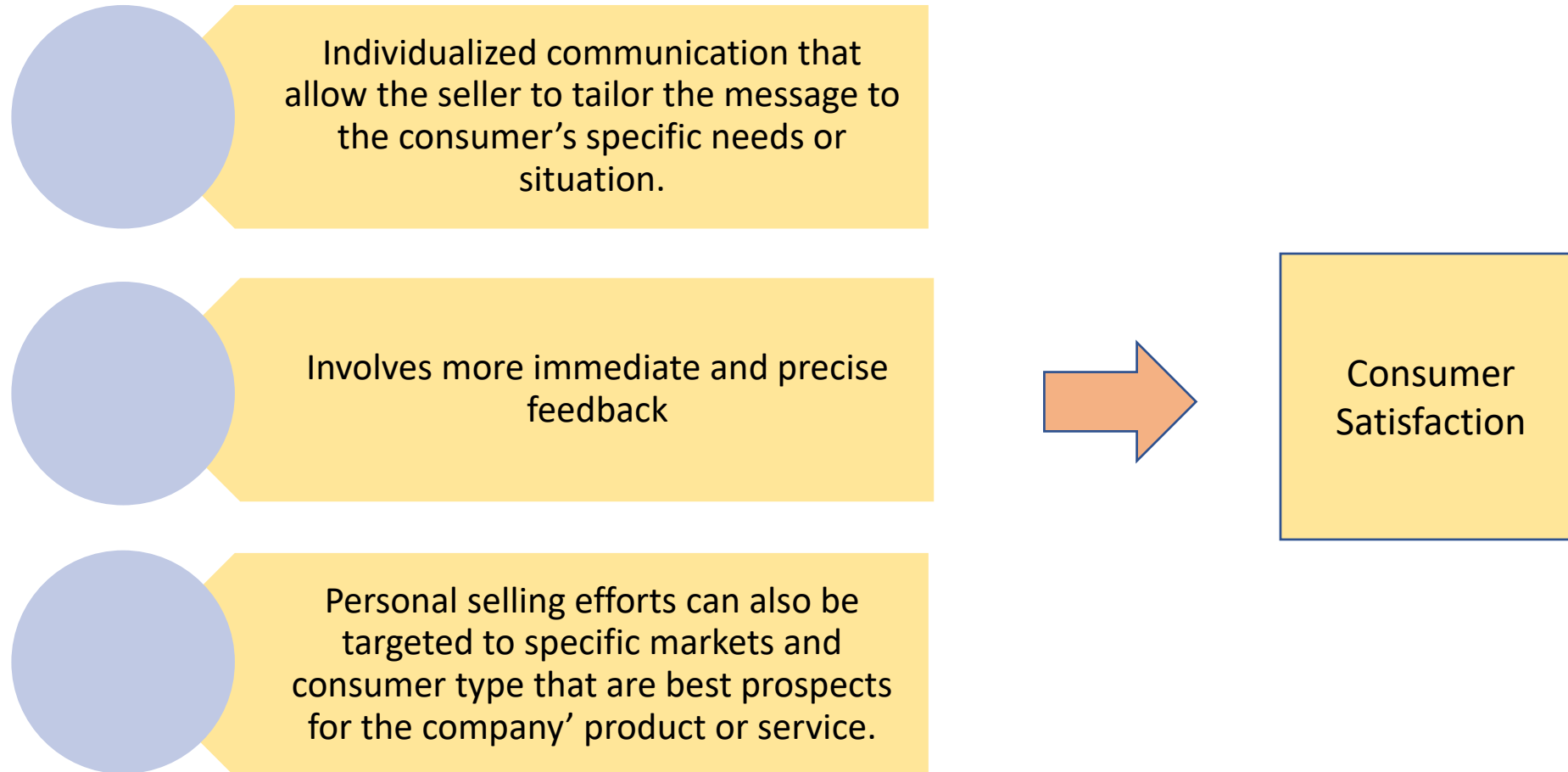


# PERSONAL SELLING; DEFINITION

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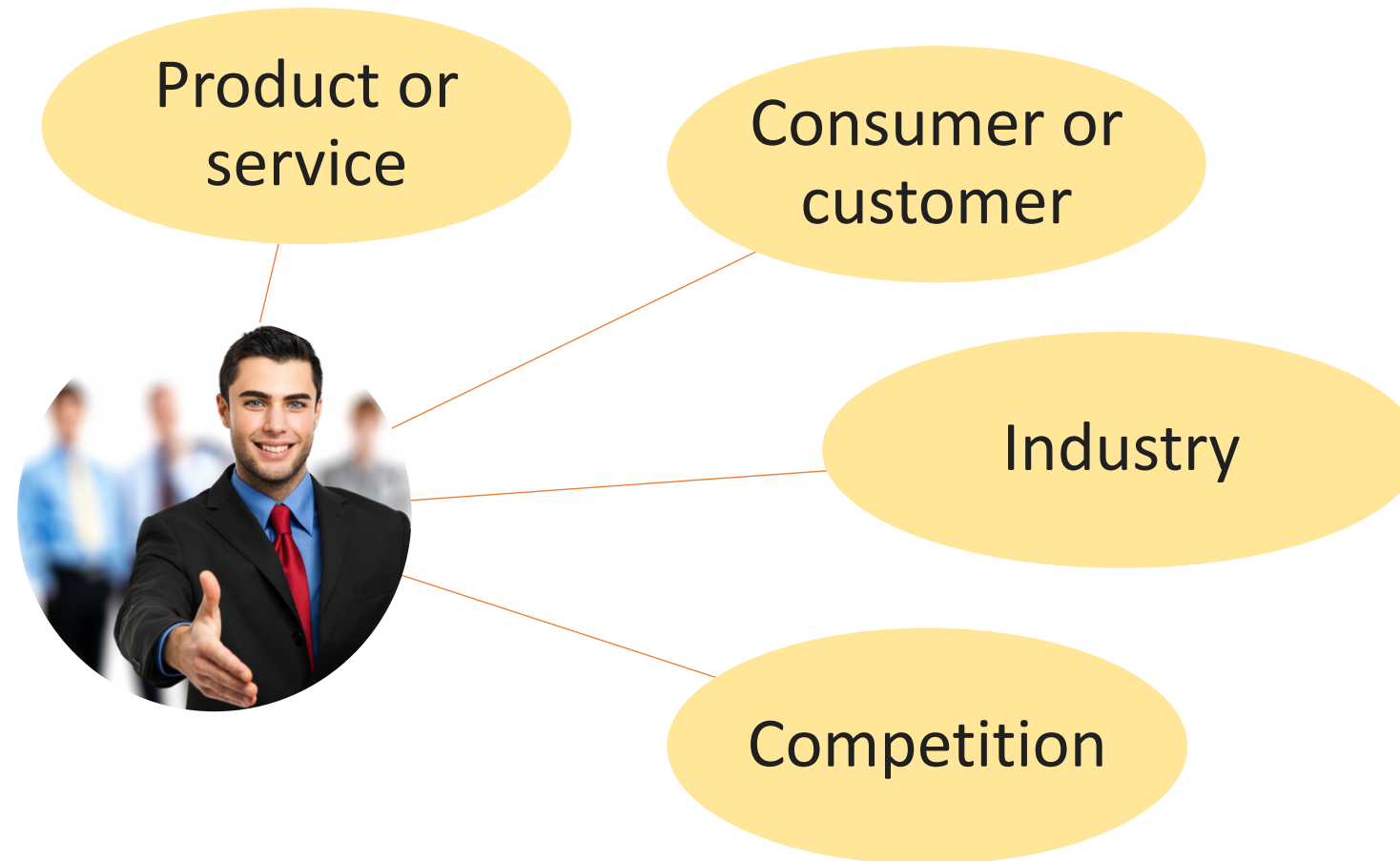
Personal selling is a form of person-to-person communication in which a seller attempts to assist and/or persuade perspective buyers to purchase company's product or service or to act an idea (**Belch and Belch**).

# PERSONAL SELLING PLUS POINTS



# PERSONAL SELLING PLUS POINTS

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# PERSONAL SELLING vs SALES PROMOTIONS AND ADS

Personal Selling is more important if

Product has a high value

Product is custom made

There are few consumer or customer

Product is technically complex

Consumers or customers are complicated

Sales Promotion and Ads are more important if

Product has a low value

Product is standardize

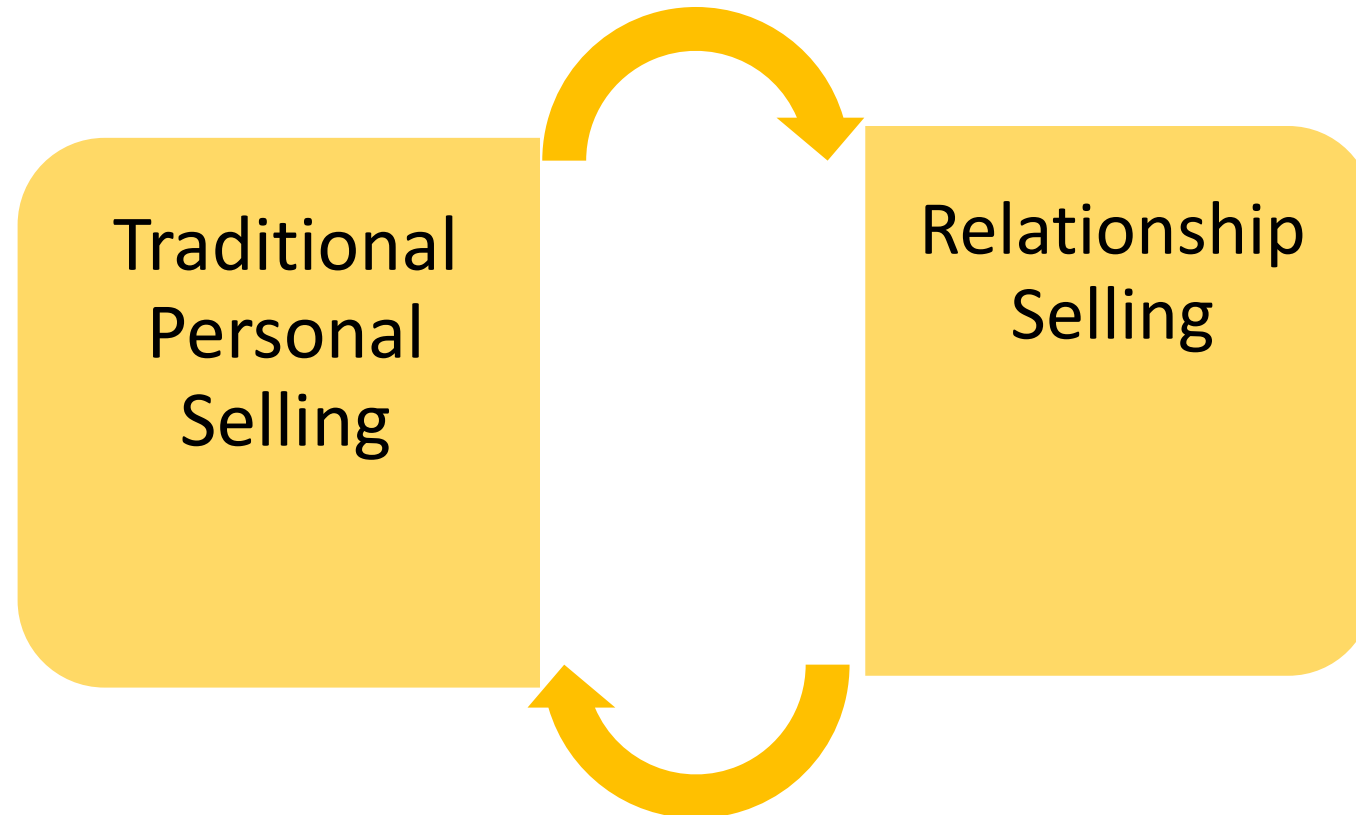
There are many consumers

Product is simple to understand

Consumers are geographically dispersed

# TRADITIONAL PERSONAL SELLING vs RELATIONSHIP SELLING

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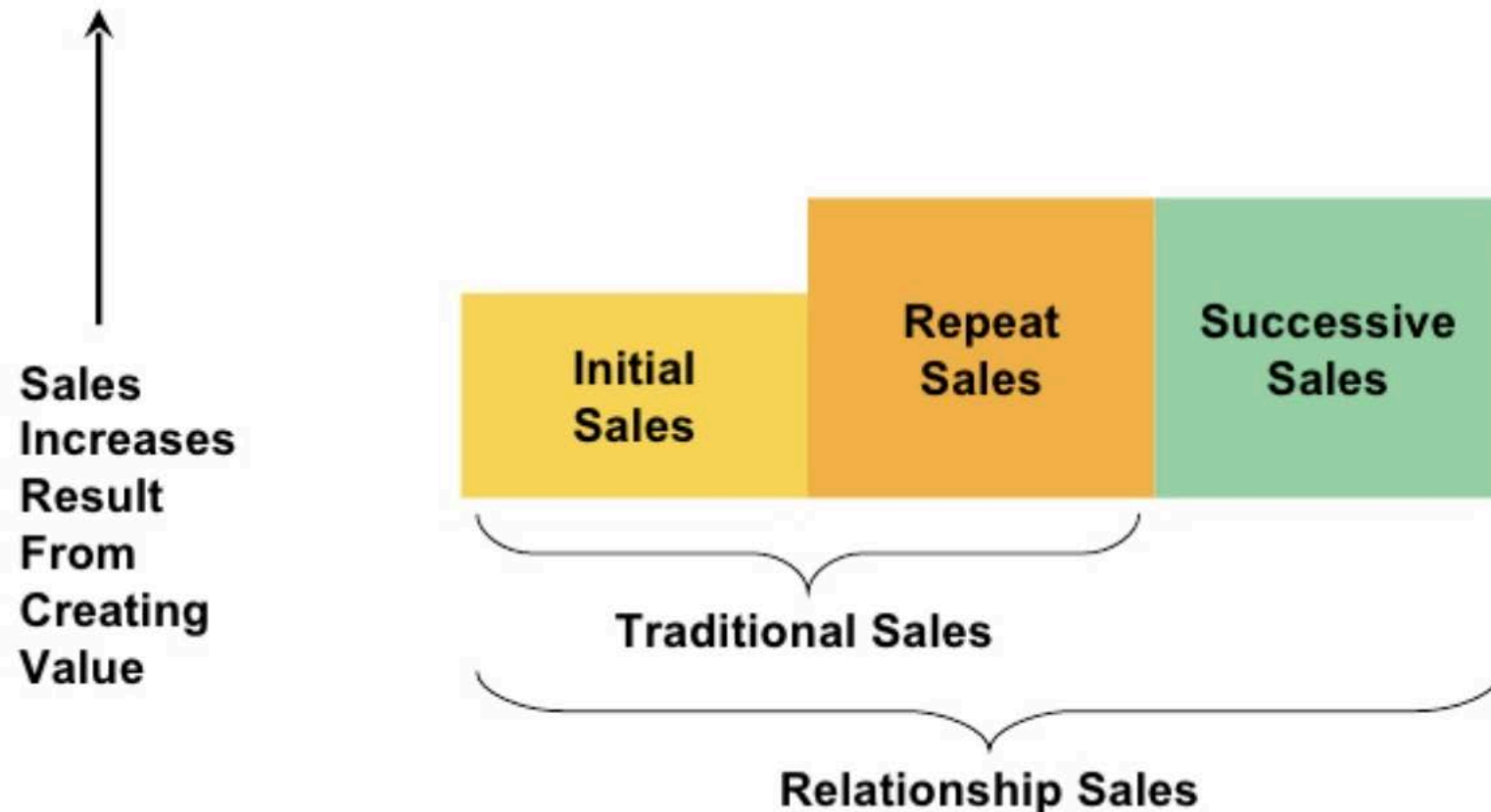
# TRADITIONAL PERSONAL SELLING vs RELATIONSHIP SELLING

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



# TRADITIONAL PERSONAL SELLING vs RELATIONSHIP SELLING

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**THANK  
YOU**

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