



PERSONAL SELLING

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***personal selling* is**

A purchase situation involving a personal, paid-for communication between two people in an attempt to influence each other.

Personal selling offers several advantages over other forms of promotion:

- Personal selling provides a detailed explanation or demonstration of the product. This capability is especially needed for complex or new goods and services
- The sales message can be varied according to the motivations and interests of each prospective customer. Moreover, when the prospect has questions or raises objections, the salesperson is there to provide explanations and guidance. By contrast, advertising and sales promotion can respond only to the questions and objections that the copywriter *thinks* are important to customers

EXHIBIT 17.1

COMPARISON OF PERSONAL SELLING AND ADVERTISING/SALES PROMOTION

Personal selling is more important if ...	Advertising and sales promotion are more important if ...
The product has a high value.	The product has a low value.
It is a custom-made product.	It is a standardized product.
There are few customers.	There are many customers.
The product is technically complex.	The product is easy to understand.
Customers are concentrated.	Customers are geographically dispersed.
Examples: Insurance policies, custom windows, airplane engines	Examples: Soap, magazine subscriptions, cotton T-shirts

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EXHIBIT 17.2 KEY DIFFERENCES BETWEEN TRADITIONAL SELLING AND RELATIONSHIP SELLING

Traditional Personal Selling	Relationship or Consultative Selling
Sell products (goods and services)	Sell advice, assistance, and counsel
Focus on closing sales	Focus on improving the customer's bottom line
Limited sales planning	Consider sales planning as top priority
Spend most contact time telling customers about product	Spend most contact time attempting to build a problem-solving environment with the customer
Conduct "product-specific" needs assessment	Conduct discovery in the full scope of the customer's operations
"Lone wolf" approach to the account	Team approach to the account
Proposals and presentations based on pricing and product features	Proposals and presentations based on profit impact and strategic benefits to the customer
Sales follow-up is short term, focused on product delivery	Sales follow-up is long term, focused on long-term relationship enhancement

Source: Robert M. Peterson, Patrick, L. Schul, and George H. Lucas Jr., "Consultative Selling: Walking the Walk in the New Selling Environment," *National Conference on Sales Management Proceedings*, March 1996; and Ari Walker, *7 Ways to Stop "Selling" and Start Building Relationships*, <http://marketing.about.com/od/salestraining/a/stopselling.htm> (accessed March 2015).

STEPS in THE SELLING PROCESS

Whether a salesperson spends a few minutes or a few years on a sale, there are seven basic steps in the personal selling process:

1. Generating leads
2. Qualifying leads
3. Approaching the customer and probing needs
4. Developing and proposing solutions
5. Handling objections
6. Closing the sale
7. Following up

Lead generation, or **prospecting**, is the identification of those firms and people most likely to buy the seller's offerings. These firms or people become "sales leads" or "prospects."

Qualifying Leads

Lead qualification involves determining whether the prospect has three things:

- 1. A recognized need:** The most basic criterion for determining whether someone is a prospect for a product is a need that is not being satisfied.
- 2. Buying power:** Buying power involves both authority to make the purchase decision and access to funds to pay for it.
- 3. Receptivity and accessibility:** The prospect must be willing to see the salesperson and be accessible to the salesperson.

Approaching the Customer and Probing Needs

Before approaching customers, the salesperson should learn as much as possible about the prospect's organization and its buyers. This process, called the **preapproach**, describes the “homework” that must be done by the salesperson before contacting the prospect

Developing and Proposing Solutions

sales proposal a formal written document or professional presentation that outlines how the salesperson's product or service will meet or exceed the prospect's needs

sales presentation a meeting in which the salesperson presents a sales proposal to a prospective buyer

Handling Objections

One of the first lessons every salesperson learns is that objections to the product should not be taken personally as confrontations or insults. A good salesperson considers objections a legitimate part of the purchase decision. To handle objections effectively, the salesperson should anticipate specific objections (such as concerns about price), fully investigate the objection with the customer, be aware of what the competition is offering, and, above all, stay calm

Closing the Sale

At the end of the presentation, the salesperson should ask the customer how he or she would like to proceed. If the customer exhibits signs that he or she is ready to purchase, all questions have been answered, and objections have been met, then the salesperson can try to close the sale. Customers often give signals during or after the presentation that they are ready to buy or are not interested.

Examples include changes in facial expressions, gestures, and questions asked. The salesperson should look for these signals and respond appropriately

Following Up

the final step of the selling process, in which the salesperson ensures delivery schedules are met, goods or services perform as promised, and the buyers' employees are properly trained to use the products

YOUR TASK !

Buat PAPER (WAJIB) maksimal 5 halaman dari materi yang sudah dijelaskan

The image features a white background with teal-colored geometric shapes in the corners, resembling folded paper or abstract triangles. The main text is centered and reads "THANK YOU!".

THANK YOU!

ANY QUESTIONS?