

PROFESSIONAL SALESMANSHIP

Chapter 1

Overview of Personal Selling

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LEARNING OUTCOMES

After completing this module, you should be able to:

- Describe the evolution of personal selling from ancient times to the modern era.
- Explain the contributions of personal selling to society, business firms, and customers.
- Distinguish between transaction-focused traditional selling and trust-based relationship selling.

LEARNING OUTCOMES

After completing this module, you should be able to:

- Discuss five alternative approaches to personal selling.
- Describe the three primary roles fulfilled by consultative salespeople.
- Understand the sales process as a series of interrelated steps

Evolution of Personal Selling

- Professional Selling in the 21st Century: The Importance of Teamwork in Sales.

(Jerry Heffel, President of the Southwestern Company, offer his perspective on teamwork) *source: Ingram, et.al. (2008) Professional Selling A trust-based Approach 4th edition. pp 2*

Personal selling - is an important part of marketing, which is usually a separate organizational function that creates, communicates, and delivers value to customers and manages customer relationships in ways that benefit both the organization and its stakeholders.

Personal selling - also involves creating, communicating, and delivering customer value, and trust-based professional selling (a form of personal selling) focuses primarily on interpersonal communication between buyers and sellers to initiate, develop and enhance customer relationships.

Origins of Personal Selling

- Ancient Greek history
- Industrial Revolution
- Middle Ages

Industrial Revolution Era

- Middle of the eighteenth century
- Local economies

Post-Industrial Revolution Era

- early 1800s
- after 1850
- early 1900s
- transition in 1912

War and Depression Era

- The 30-year span from 1915 to 1945
 - ✓ two world wars
 - ✓ Great Depression in the United States.

Professionalism: The Modern Era

- middle 1940s
- In 1947
 - ✓ An emphasis on sales professionalism is the keynote of the current era.

EXHIBIT 1.1 Continued Evolution of Personal Selling

Change	Salesforce Response
Intensified competition	More emphasis on developing and maintaining trust-based, long-term customer relationships More focus on creating and delivering customer value
More emphasis on improving sales productivity	Increased use of technology (e.g., laptop computers, electronic mail, databases, customer relationship management software) Increased use of lower-cost-per-contact methods (e.g., telemarketing for some customers) More emphasis on profitability (e.g., gross margin) objectives
Fragmentation of traditional customer bases	Sales specialists for specific customer types Multiple sales channels (e.g., major accounts programs, telemarketing, electronic networks) Globalization of sales efforts
Customers dictating quality standards and inventory/shipping procedures to be met by vendors	Team selling Salesforce compensation sometimes based on customer satisfaction and team performance More emphasis on sales dialogues rather than sales pitches
Demand for in-depth, specialized knowledge as an input to purchase decisions	Team selling More emphasis on customer-oriented sales training

source: Ingram, et.al. (2008) *Professional Selling A trust-based Approach 4th edition*. pp 6

CONTRIBUTIONS OF PERSONAL SELLING

- ✓ more money is spent on personal selling than on any other form of marketing communications.

Salespeople and Society

1. Salespeople as Economic Stimuli
2. Salespeople and Diffusion of Innovation

Salespeople and the Employing Firm

1. Salespeople as Revenue Producers
2. Market Research and Feedback
3. Salespeople as Future Managers

Salespeople and the Customer

- Building trust with customers
- Demonstrate knowledge of their products and services

CLASSIFICATION OF PERSONAL SELLING APPROACHES

Comparison of Transaction-Focused Traditional Selling with Trust-Based Relationship Selling EXHIBIT 1.2

	Transaction-Focused Traditional Selling	Trust-Based Relationship Selling
Typical skills required	Selling skills	Selling skills Information gathering Listening and questioning Strategic problem solving Creating and demonstrating unique, value-added solutions Teambuilding and teamwork
Primary perspective	The salesperson and the selling firm	The customer and the customer's customers
Personal selling approaches	Stimulus response, mental states	Need satisfaction, problem solving, consultative
Desired outcome	Closed sales, order volume	Trust, joint planning, mutual benefits, enhance profits
Role of salesperson	Make calls and close sales	Business consultant and long-term ally Key player in the customer's business
Nature of communication	One-way, from salesperson to customer Pushing products	Two-way and collaborative Strive for dialogue with the customer
Degree of salesperson's involvement in customer's decision-making process	Isolated from customer's decision-making process	Actively involved in customer's decision-making process
Knowledge required	Own company's products Competition Applications Account strategies Costs Opportunities	Own company's products and resources Competition Applications Account strategies Costs Opportunities General business and industry knowledge and insight Customer's products, competition, and customers
Post-sale follow-up	Little or none: move on to conquer next customer	Continued follow-through to: <ul style="list-style-type: none"> • Ensure customer satisfaction • Keep customer informed • Add customer value • Manage opportunities

source: Ingram, et.al. (2008) *Professional Selling A trust-based Approach 4th edition. pp 9*

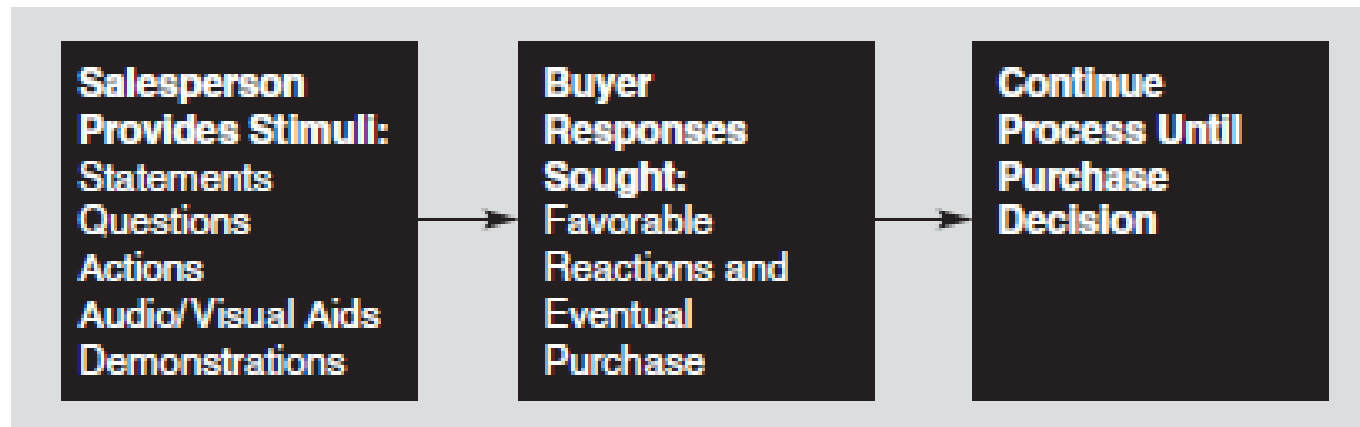
Stimulus Response Selling

- ✓ stimulus response selling is the simplest
 - continued affirmation

Mental States Selling

AIDA (attention, interest, desire, and action).

Stimulus Response Approach to Selling



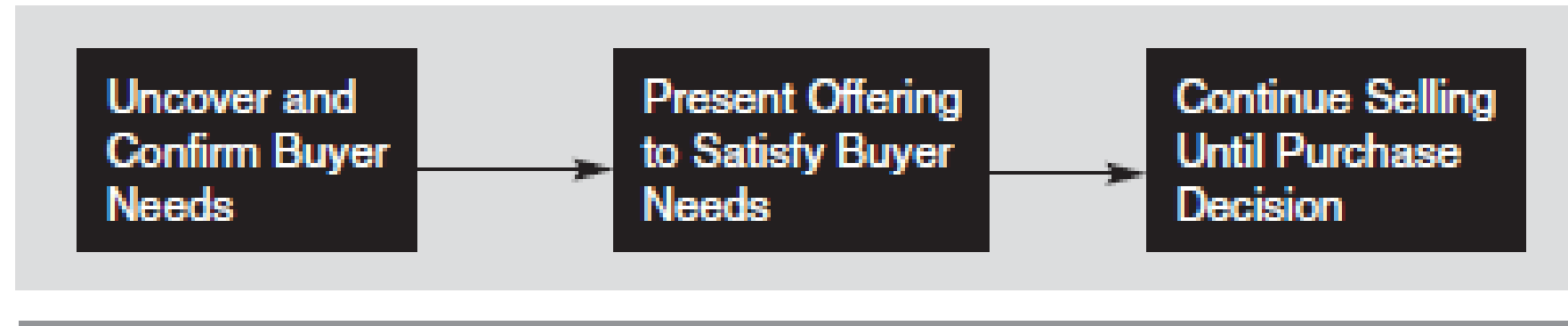
*source: Ingram, et.al. (2008) Professional Selling
A trust-based Approach 4th edition. pp 10*

Mental States View of Selling EXHIBIT 1.3

Mental State	Sales Step	Critical Sales Task
Curiosity	Attention	Get prospects excited, then you get them to like you.
Interest	Interest	Interview: needs and wants
Conviction	Conviction	"What's in it for me?" Product—"Will it do what I want it to do?" Price—"Is it worth it?" "The hassle of change" "Cheaper elsewhere" Peers—"What will others think of it?" Priority—"Do I need it now?" (sense of urgency)
Desire	Desire	Overcome their stall.
Action	Close	Alternate choice close: which, not if!

source: Ingram, et.al. (2008) Professional Selling A trust-based Approach 4th edition. pp 11

Need Satisfaction Approach to Selling



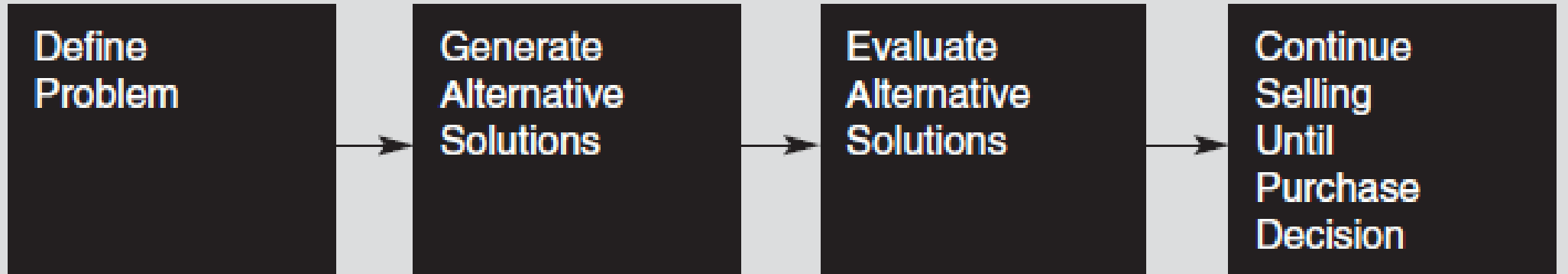
source: Ingram, et.al. (2008) *Professional Selling A trust-based Approach 4th edition*. pp 12

Need Satisfaction Selling

- focuses on the customer rather than on the salesperson
- avoids the defensiveness that arises in some prospects

Problem-Solving Selling

Problem-Solving Approach to Selling



source: Ingram, et.al. (2008) Professional Selling A trust-based Approach 4th edition. pp 12

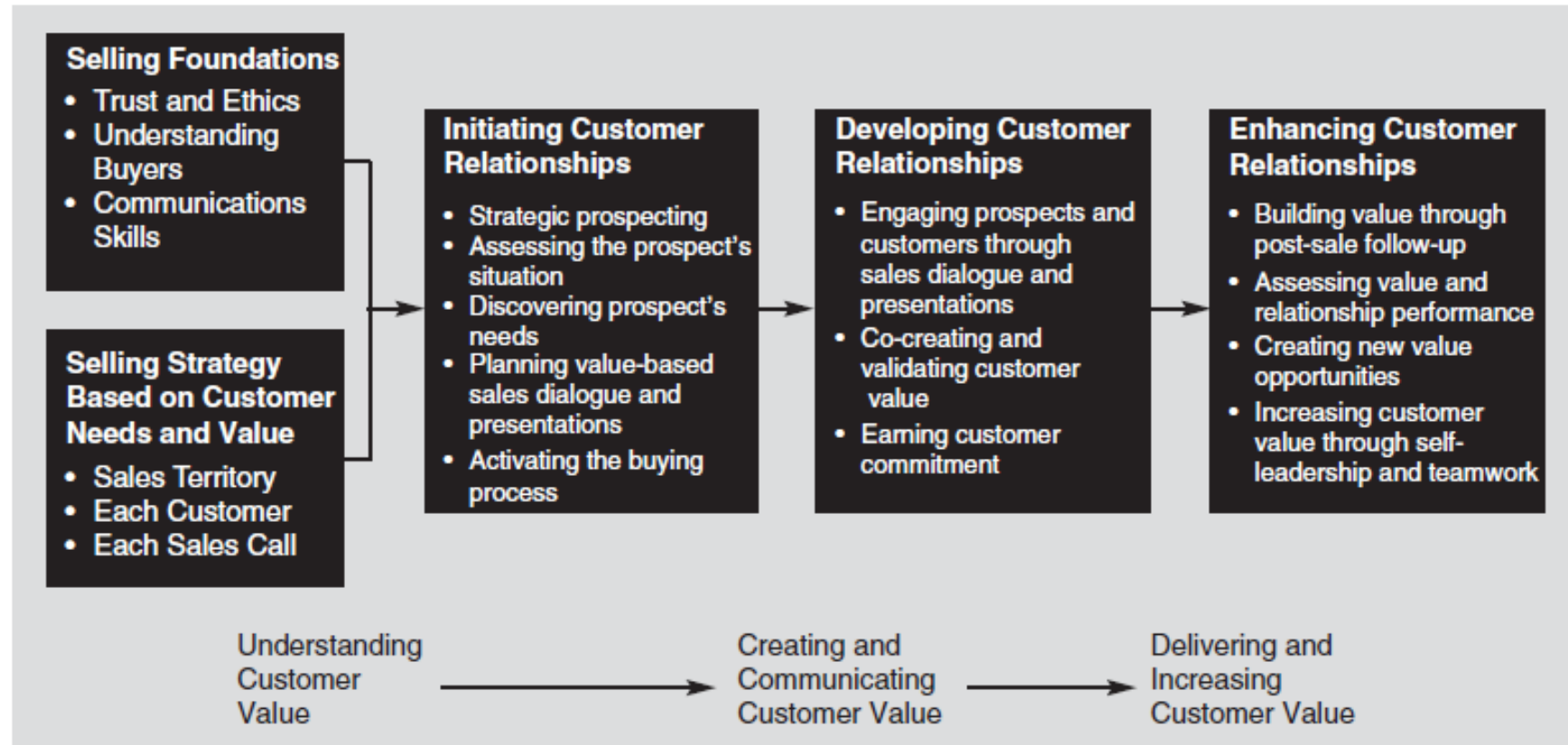
Consultative Selling

- Strategic orchestrator
- Business consultant
- Long-term ally

SALES PROCESS

FIGURE 1.4

Trust-Based Sales Process



source: Ingram, et.al. (2008) *Professional Selling A trust-based Approach 4th edition. pp 14*

SUMMARY

- ✓ Describe the evolution of personal selling from ancient times to the modern era.
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SUMMARY

- ✓ Discuss five alternative approaches to personal selling.
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