

PROFESSIONAL SALESMANSHIP

Chapter 2

The Foundation of Professional Selling

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LEARNING OUTCOMES

After completing this module, you should be able to:

- Discuss the important foundations for successful professional.
- Discuss the Characteristics of Sales Careers.
- Explain the Classification of Personal Selling Jobs.

LEARNING OUTCOMES

After completing this module, you should be able to:

- Elaborate the qualifications and skills required for success by salespersons.
- Explain the importance of trust.
- Discuss the distinguishing characteristics of trust-based selling.
- Discuss how to earn trust.

CHARACTERISTICS OF SALES CAREERS

The characteristics to be discussed are:

- ✓ job security
- ✓ advancement opportunities
- ✓ immediate feedback
- ✓ prestige
- ✓ job variety
- ✓ independence
- ✓ compensation

Job Security

Salespeople are revenue producers and thus enjoy relatively good job security compared with other occupational groups.

Advancement Opportunities

As the business world continues to become more competitive, the advancement opportunities for salespeople will continue to be an attractive dimension of sales careers.

Immediate Feedback

Salespeople receive constant, immediate feedback on their job performance. Usually, the results of their efforts can be plainly observed by both salespeople and their sales managers—a source of motivation and job satisfaction.

Prestige

According to a survey of 327 customers, salespeople are acting unethically if they:

1. Show concern for own interest, not clients'
2. Pass the blame for something they did wrong
3. Take advantage of the poor or uneducated
4. Accept favors from customers so the seller feels obliged to bend policies

Job Variety

Salespeople rarely vegetate due to boredom.

Their jobs are multifaceted and dynamic.

Independence

This independence is frequently a byproduct of decentralized sales operations in which salespeople live and work away from headquarters, therefore working from their homes and making their own plans for extensive travel.

Compensation

Compensation is generally thought to be a strong advantage of sales careers. Pay is closely tied to performance, especially if commissions and bonuses are part of the pay package.

CLASSIFICATION OF PERSONAL SELLING JOBS

Six types of personal selling jobs:

- ✓ sales support
- ✓ new business
- ✓ existing business
- ✓ inside sales (nonretail)
- ✓ direct-to-consumer sales
- ✓ combination sales jobs

Sales Support

- **Sales support** personnel are not usually involved in the direct solicitation of purchase orders.
- **Missionary salespeople** usually work for a manufacturer but may also be found working for brokers and manufacturing representatives, especially in the grocery industry.
- **Technical support** salespeople may assist in design and specification processes, installation of equipment, training of the customer's employees, and follow-up service of a technical nature.

New Business

- **Pioneers**, as the term suggests, are constantly involved with either new products, new customers, or both.
- **Order-getters** are salespeople who actively seek orders, usually in a highly competitive environment

Existing Business

In direct contrast to new-business salespeople, other salespeople's primary responsibility is to maintain relationships with existing customers

Inside Sales

Inside sales refers to nonretail salespeople who remain in their employer's place of business while dealing with customers.

Direct-to-Consumer Sales

- Direct-to-consumer salespeople are the most numerous type.
- This diverse category of salespeople ranges from the part-time, often temporary salesperson in a retail store to the highly educated, professionally trained stockbroker on Wall Street.

Combination Sales Jobs

The case of the territory manager's position with **Glaxo Smith Kline Consumer Healthcare** (GSK) to illustrate the combination sales job concept

QUALIFICATIONS AND SKILLS REQUIRED FOR SUCCESS BY SALESPERSONS

Empathy

In a sales context, empathy (the ability to see things as others would see them) includes being able to read cues furnished by the customer to better determine the customer's viewpoint.

QUALIFICATIONS AND SKILLS REQUIRED FOR SUCCESS BY SALESPERSONS

- Empathy
- Ego Drive
- Ego Strength
- Interpersonal Communication Skills
- Enthusiasm
- Comments on Qualifications and Skills

Developing Trust And Mutual Respect With Clients

✓ Openness

✓ Dependability

✓ Candor

✓ Honesty

✓ Confidentiality

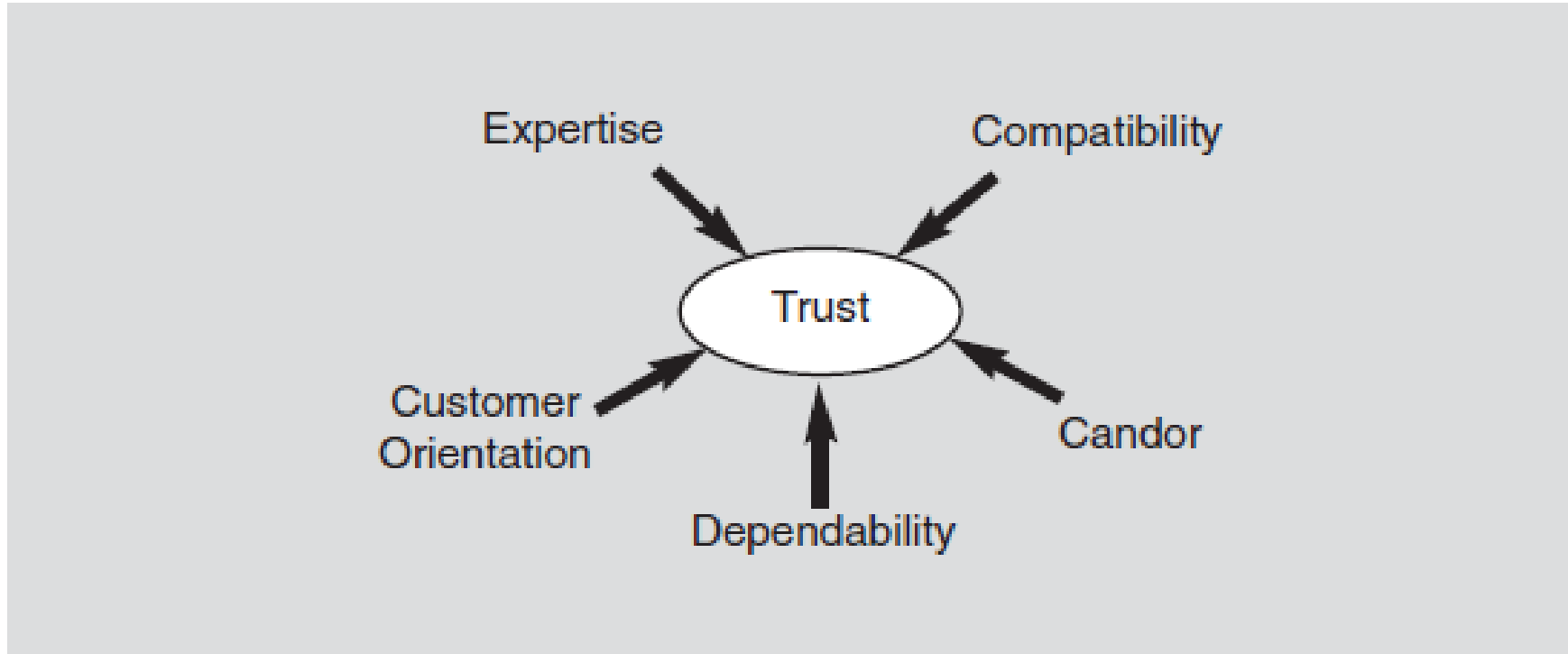
✓ Security

✓ Reliability

✓ Fairness

✓ Predictability

Trust Builders



*source: Ingram, et.al. (2008) Professional Selling
A trust-based Approach 4th edition. pp 34*

What Is Trust?

- Salesperson's honesty and reliability
- Long-term relationship with any client
- Beyond the typical transaction-oriented trust schema.

WHY IS TRUST IMPORTANT?

- Demanding unique solutions
- Customized on the basis of their particular problems and needs
- more business with fewer suppliers

HOW TO EARN TRUST

- **Expertise**

Companies spend billions of dollars to train new recruits in the hope of speeding up the expertise variable. Training to gain knowledge on company products and programs, industry, competition, and general market conditions are typical subjects covered in most sales training programs.

HOW TO EARN TRUST

- **Dependability**

Dependability centers on the predictability of the salesperson's actions.

HOW TO EARN TRUST

- **Candor**

Candor deals with the honesty of the spoken word.

HOW TO EARN TRUST

- **Customer Orientation**

Customer orientation means placing as much emphasis on the customer's interests as your own. An important facet of customer orientation is that salespeople work to satisfy the long-term needs of their customers rather than their own short-term goals.

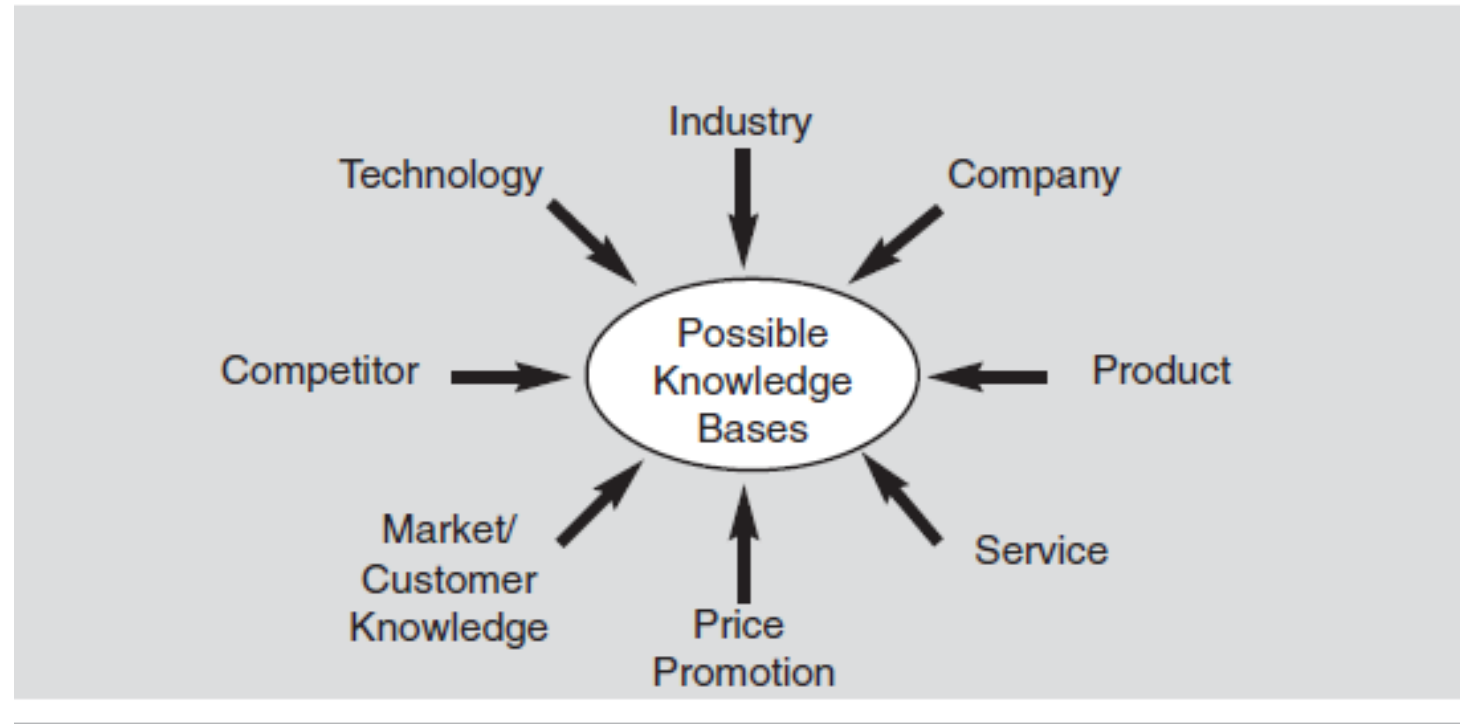
HOW TO EARN TRUST

- **Compatibility/Likability**

Customers generally like to deal with sales representatives whom they know, they like, and they can feel a bond with.

KNOWLEDGE BASES HELP BUILD TRUST AND RELATIONSHIPS

Knowledge Bases



KNOWLEDGE BASES HELP BUILD TRUST AND RELATIONSHIPS

Topics Generally Covered during Initial Sales Training Programs EXHIBIT 2.2

- Industry history
- Company history and policies
- Product
 - promotion
 - price
- Market
 - line of business (*know your customer*)
 - manufacturing
 - wholesaling
 - financial
 - government
 - medical, etc.
- Competitive knowledge
- Selling techniques
- Initiating customer relationship
 - prospecting
 - precall
 - approaching the customer
- Developing customer relationships
 - sales presentation delivery
 - handling sales resistance
- Enhancing customer relationships
 - follow-up
 - customer service

KNOWLEDGE BASES HELP BUILD TRUST AND RELATIONSHIPS

Industry and Company Knowledge

- Salespeople may be asked what they know about their company and industry.
- Salespeople should be familiar with their own company's operation and policies.
- Salespeople must understand their company policies.

KNOWLEDGE BASES HELP BUILD TRUST AND RELATIONSHIPS

Product Knowledge

Product knowledge includes detailed information on the manufacture of a product and knowing whether the company has up-to-date production methods.

KNOWLEDGE BASES HELP BUILD TRUST AND RELATIONSHIPS

Service

Service Superiority EXHIBIT 2.3

Dimension	Potential Superiority
1. Delivery	Can our company demonstrate speed? Deliver more often?
2. Inventory	Can we meet the demands of our customers at all times?
3. Training	Do we offer training? At our site? At our customer's?
4. Field maintenance	Do we go to the field to fix our products? Do our customers have to bring their equipment to us to fix?
5. Credit and financial consideration	Do we grant credit? Do we help finance?
6. Installation	Do we send a team to your site for start-up?
7. Guarantees and warranties	What are our guarantees? How long? What do we cover?
8. Others	Do we offer anything unique that our competition does not?

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

source: Ingram, et.al. (2008) Professional Selling A trust-based Approach 4th edition. pp 43

KNOWLEDGE BASES HELP BUILD TRUST AND RELATIONSHIPS

Promotion and Price

- Promotion and price knowledge are other knowledge tools that the salesperson must understand.
- Price can be another area that makes a buyer hesitant if not properly explained.

KNOWLEDGE BASES HELP BUILD TRUST AND RELATIONSHIPS

Market and Customer Knowledge

- Market and customer knowledge is critical to the success of today's salesperson.
- Some companies today, because of their size, send their salesforce out to call on all customer types.

KNOWLEDGE BASES HELP BUILD TRUST AND RELATIONSHIPS

Competitor Knowledge

- Salespeople will probably be asked how their product stands up against the competition.
- Salespeople must have knowledge of their competitor's strengths and weaknesses to better understand their own products' position when comparing.

KNOWLEDGE BASES HELP BUILD TRUST AND RELATIONSHIPS

Technology Knowledge

- Salespeople must use technology to their advantage
- Salespeople should communicate in the manner preferred by their prospects and clients.
- Technology can be a friend or a foe of a salesperson.

SUMMARY

- ✓ Discuss the Characteristics of Sales Careers
- ✓ Describe several different types of Personal Selling jobs.
- ✓ Discussion of the skills and qualifications necessary for success in sales careers.

SUMMARY

- ✓ Explain the importance of trust.
- ✓ Discuss the distinguishing characteristics of trust-based selling.
- ✓ Discuss how to earn trust.

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The End