

**Impact
Factor
3.025**

ISSN 2349-638x

Refereed And Indexed Journal

**AAYUSHI
INTERNATIONAL
INTERDISCIPLINARY
RESEARCH JOURNAL
(AIIRJ)**

UGC Approved Monthly Journal

VOL-IV

ISSUE-X

Oct.

2017

Address

• Vikram Nagar, Boudhi Chouk, Latur.
• Tq. Latur, Dis. Latur 413512 (MS.)
• (+91) 9922455749, (+91) 8999250451

Email

• aiirjpramod@gmail.com
• aayushijournal@gmail.com

Website

• www.aiirjournal.com

CHIEF EDITOR – PRAMOD PRAKASHRAO TANDALE

Advantages and Disadvantages of Personal selling

Dr. B. R. Gadave

I/C Principal and HOD,
Dept . of Commerce and Management,
Shri Shiv Shahu Mahavidyalaya, Sarud.

Abstract-

Personal selling is the most expensive form of advertising and to be effective one should use a step by step process to gain the most benefit. Personal selling can adjust the manner in which facts are communicated and can consider factors such as culture and behaviour in the approach. They can ask questions to discover the specific need of the customer and can get feedback and adjust the presentation as it progresses. This research paper deals with the various advantages and disadvantages of personal selling .

Keywords- Personal Selling, Expensive, Advertising, Behaviour, Feedback

Introduction of Personal selling

Personal selling has a vital role in service, because of the large number of service businesses which involve personal interaction between the service provider and the customer, the service being provided by a person not a machine and people becoming part of the service product.

Many customers of service firms have a close and ongoing relationship with the service providers. Under these circumstances selling has a pivotal role in the communication mix. In certain services. Selling is the preeminent element in the communication mix.

Selling of services include prospect identification, sales call planning. Preparation of presentations, handling objectives and closing a sale.

George. Kelly and Marshall suggest seven guidelines for selling services. They are

1. Orchestration of the service purchase encounter.
2. Facilitation of a quality assessment by customer
3. Making the service tangible
4. Emphasis on organization's image
5. Use of reference from external sources
6. Recognition of importance of customer contact personnel. and
7. Recognition of customer involvement during the service design process.

Lack of training and resistance to selling are two commonly faced problems in many services businesses. A sales management structure supported by a programme of sales training will help to improve the capacity of the sales personnel. Market orientation development programmes are helpful to overcome the problem of resistance to selling.

Meaning & Definition of Personal Selling-

Personal selling is a promotional method in which one party (e.g., salesperson) uses skills and techniques for building personal relationships with another party (e.g., those involved in a purchase decision) that results in both parties obtaining value. In most cases the "value" for the salesperson is realized through the financial rewards of the sale while the customer's "value" is realized from the benefits obtained by consuming the product. However, getting a customer to purchase a product is not always the objective of personal selling . For instance, selling may be used for the purpose of simply delivering information.

Because selling involves personal contact, this promotional method often occurs through face-to-face meetings or via a telephone conversation, though newer technologies allow contact to take place over the internet including using video conferencing or text messaging (e.g., online chat).

Among marketing jobs more are employed in sales positions than any other marketing-related occupation. In the US alone, the US. Department of Lab estimates that over 14 million” or about 11% of the overall labor force are directly involved in selling and sales-related positions. Worldwide this figure may be closer to 100 million. Yet these figures vastly under-estimate the number of people who are actively engaged in some aspect of selling as part of their normal job responsibilities. While millions of people can easily be seen as holding sales jobs, the promotional techniques used in selling are also part of the day-to-day activities of many who are usually not directly associated with selling. For instance, top corporate executives whose job title is CEO are continually selling their company to major customers, stock investors, government officials and many other stakeholders. The techniques they employ to gain benefits for their company are the same used by the front-line salesperson to sell to a small customer. Consequently our discussion of the promotional value of personal selling has implications beyond marketing and sales departments.

Advantages of Personal Selling Advantages of Personal Selling

One key advantage of personal selling has over other promotional methods is that it is a two-way form of communication. In selling situations the message sender (e.g., salesperson) can adjust the message as they gain feedback from message receivers (e.g., customer). So if a customer does not understand the initial message (e.g., doesn't fully understand how the product works) the salesperson can make adjustments to address questions or concerns. Many non-personal forms of promotion such as a radio advertisement are inflexible, at least in the short-term and cannot be easily adjusted to address audience questions.

The interactive nature of personal selling also makes it the most effective promotional method for building relationships with customers, particularly in the business-to-business market. This is especially important for companies that either sell expensive products or sell lower cost but high volume products (i.e., buyer must purchase in large quantities) that rely heavily on customers making repeat purchases. Because such purchases may take a considerable amount of time to complete and may involve the input of many people at the purchasing company (i.e., buying center), sales success often requires the marketer develop and maintain strong relationships with members of the purchasing company.

Finally, personal selling is the most practical promotional option for reaching customers who are not easily reached through other methods. The best example is in selling to the business market where, compared to the consumer market, advertising, public relations and sales promotions are often not well received.

Disadvantages of Personal Selling

Possibly the biggest disadvantage of selling is the degree to which this promotional method is misunderstood. Most people have had some bad experiences with salespeople who they perceived were overly aggressive or even downright annoying. While there are certainly many salespeople who fall into this category, the truth is salespeople are most successful when they focus their efforts on satisfying customers over the long term and not focusing own their own selfish interests.

A second disadvantage of personal selling is the high cost in maintaining this type of promotional effort. Costs incurred in personal selling include:

High cost-per-action (CPA)

In the Promotion Decisions, CPA can be an important measure of the success of promotion spending. Since personal selling involves person-to-person contact, the money spent to support a sales staff (i.e., sales force) can be steep. For instance, in some industries it costs well over (US) \$300 each time a salesperson contacts a potential customer. This cost is incurred whether a sale is made or not! These costs include compensation (e.g., salary, commission, and bonus), providing sales support materials, allowances for entertainment spending, office supplies, telecommunication and much more, with such high cost for maintaining a sales force, selling is often not a practical option for selling products that do not generate a large amount of revenue.

Conclusion-

Most forms of personal selling require the sales staff be extensively trained product knowledge, industry information and selling skills. For companies that require their salespeople attend formal training programs, the cost of training can be quite high and include such expenses as travel, hotel, meals, and training equipment while also paying the trainees' salaries while they attend. In conclusion we could say that personal selling is most important part of the development process of any organization.

References-

- 1) Boyan, L., Successful Cold Call Selling, American Management Association, 1989
- 2) Casson, M. and Lee, J., "The Origin and Development of Markets: A Business History Perspective," Business History Review, Vol 85, Spring, 2011
- 3) Niblick, J., The Profitable Consultant: Starting, Growing, and Selling Your Expertise, Wiley, 2013
- 4) Shaw, E.H. and Jones, D.G.B., "A History of Marketing Thought," in Handbook of Marketing, Barton A Weitz and Robin Wensley (eds), Sage, 2003.
- 5) M. C. Cant, C. H. van Heerden, Personal Selling, Juta and Company Ltd, 2005

