

Personal selling and Salesmanship

B. COM(P) SEM VI

- 1) What is the difference between AIDAS theory of selling and the buying formula theory of selling? Explain by taking the example of any sales situation of your choice.
- 2) How does the relative importance of advertising and personal selling vary across the different stages of the purchase process? Explain.
- 3) Define the concept of relationship marketing. What roles does personal selling play in relationship marketing?
- 4) Distinguish between missionary selling and creative selling.
- 5) What is personal selling? Explain its nature and significance.
- 6) Why Close has to be initiated in sales process? Define various types of close in personal selling.
- 7) Discuss probable steps in selling the following products :
 - (a) Laptop to the Institutes
 - (b) Herbal Cosmetics to the Beauty Parlours(Make necessary assumptions and clearly mention them.)
- 8) What is the significance of follow up in ensuring effective sales process?
- 9) What is Approach? Define different types of approaches used in sales process.
- 10) Explain the methods of handling objections in sales process.
- 11) Write short notes:
 - a) Salesperson are born not made
 - b) Development selling
 - c) Ethics in Personal Selling
 - d) Tour Diary
 - e) Order Book
- 12) *A man walks into the showroom and wants to buy his wife a car for her 50th birthday*
Identify at least three verbal and three non-verbal buying signals the salespeople should look out for when someone wants to purchase a car.
- 13) You are an award-winning senior sales representative in your company, a provider of office furniture. Write a blog for the company intranet outlining at least five guidelines for negotiating win-win sales solutions and five strategies for dealing with customer concerns with examples.

Case studies

1. Read the case given below and answer the questions at the end of the case:

To say that I am exceedingly upset by what I witnessed in one of our dealer's offices. The other day would be a gross understatement. I saw one of our sales representatives, trying to sell to a dealer and he did not know what he was talking about. He could not answer some of the simplest questions of the dealer about our product and kept saying that he would find out the answer from the head office. Needless to say he didn't make the sale. "Since the personal lall up was Mr. Prakash, President of the Polanis Computer Company, Basant Mehta, the newly hired sales manager for the company, decided he had better head March. Basant nodded and asked "Is this representative of the entire sales force or an isolated case?" "Mr. Mehta that's what am paying you to find out and do something about."

As Basant walked back to his new office to deal with a multitude of other sales operation problems he said his task unfolding as two major activities.

- (i) to determine how much the present sales force really knew about the computer products and how they are used and
- (ii) to develop an effective program to equip the sales force with the required product knowledge.

On reaching his desk, Basant called his assistant, Vinod Kale. Vinod had been with the company since its inception eight years ago. Vinod started as a part time worker, while he studied for his graduation, and then took up a temporary when he graduated and joined the company full time. He was as little frustrated that he hadn't been promoted to Sales Manager when Basant was brought in from outside by Mr. Prakash. Basant asked Vinod, "I've just been in a meeting with Mr. Peach, and he has rather firm connections that the product knowledge of our representatives isn't what it should be. He wants us to do something about it. How do you feel about this..."

"oh, don't pay too much attention to the old man. He's been on that trip ever since he started the company. As far as he is concerned, no sales representative ever knows enough about the product or knows enough about the customer's problems. It doesn't make any difference to him that we are selling fairly well and sometimes exceeding quotas. In his eyes, that's just because the product is so good. He thinks he is the only one in the company who really knows about the product. It doesn't matter what you do, he'll still be saying the same things to you, and everything he sees one of the representatives making a presentation.

Basant thanked Vinod for his opinions but couldn't help wondering whether he could afford to ignore Mr. Prakash's comments

Questions:

- (a) How can Basant determine how much the sales representatives know about the product and its applications?
- (b) How should he plan to develop the desired degree of expertise among sales people?

2. Read the case given below and answer the following questions.

MEDTECH PHAMARCEUTICALS

You are Jane Smith, Marketing and Sales Director of MedTech, the global pharmaceutical company. You receive the following email:-

From: John Robertson, Managing Director
To: Jane Smith, Global Marketing and Sales Director

Hi Jane,

It's been five years since we got approval for the new cancer drug, recruited the salesforce and got it into the market. Sales have been good but having looked at the latest figures I would have hoped they would be much higher by now.

As you know I recently attended the UK National Sales Conference. I met with the Regional Sales Managers and they told me that a way to increase sales was to implement a number of sales contests to increase motivation. I am not entirely convinced. The salespeople are getting paid `straight commission_ on sales already. What other incentive could they possibly require?

They also expressed concern that a number of salespeople were considering leaving the company and had been approached by other pharmaceutical companies who were paying their sales people a combination of salary and commission as well as additional expenses for entertaining doctors and other members of the medical profession. As you know we only offer £150 expenses for car allowance and £50 for sundries (food, stationary etc.)

Whilst I do not want us paying over the odds for the sales team I do not want to lose them either. I think the time has come for us to review our compensation programme. Please give me a call as I need your help.

Yours truly,

John

You call John. He has asked you to prepare a Briefing for the Board Meeting. He has asked you to address the following issues:

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1. Discuss the advantages and disadvantages of Medtech paying the salesforce on a commission-only basis. What specific changes would you recommend to John and why?
 2. John is not convinced by sales contests. Why do you think he has this view? Overcome his scepticism and design a sales contest that Medtech can implement relatively quickly and easily to generate

enthusiasm and increase sales. Describe the contest's objectives, theme, how it will work and what types of rewards the contest should provide. How will you make sure it will be implemented and managed successfully?

3. What do you think about the Medtech expenses plan. Do you believe it should be changed? If so why? If not, why not