

		Semester VI			
		L	T	P	C
16CCU603 B	PERSONAL SELLING AND SALESMANSHIP	6	-	-	4

SCOPE

Personal Selling and Salesmanship represents to understand the basic concepts in personal selling process and methods. It makes the students to become a successful salesman.

OBJECTIVE:

The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as a career and what it takes to be a successful salesman.

UNIT- 1:

Introduction to Personal Selling: Nature and importance of personal selling, myths of selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of selling situations, types of salespersons, Career opportunities in selling, Measures for making selling an attractive career.

UNIT-II

Buying Motives: Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling

UNIT-III

Selling Process: Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities.

UNIT-IV

Sales Force Management – Job analysis – Job Description – organization for Recruiting and Selection – Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel . Training, Motivation and Compensation of Sales Force : Building Sales Training Programs – Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs

UNIT-V

Sales Reports: reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling

Suggested Readings:

Text Books

1. Richard R. Still, Edward W. Cundiff & Norman A.P. Govoni (2001), *Sales Management*, New Delhi, Prentice Hall of India.

Reference Books

1. Spiro, Stanton, Rich. *Management of the Sales force* [12th Edition]. New Delhi, Tata McGraw Hill.
2. Russell, F. A. Beach and Richard H. Buskirk (2013). *Selling: Principles and Practices*, New Delhi, Tata McGraw Hill
3. Futrell, Charles. (2013). *Sales Management: Behaviour, Practices and Cases*, New Delhi, The Dryden Press.
4. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni. (2013). *Sales Management: Decision Strategies and Cases*. New Delhi, Prentice Hall of India Ltd.
5. Johnson, Kurtz and Schueing (2010). *Sales Management*. New Delhi, Tata McGraw Hill



KARPAGAM ACADEMY OF HIGHER EDUCATION

(Deemed to be University Established Under Section 3 of UGC Act
1956) Coimbatore – 641 021.

LECTURE PLAN DEPARTMENT OF COMMERCE

STAFF NAME: P. EASWARAN

SUBJECT NAME: PERSONAL SELLING AND SALESMENSHIP

SUB.CODE: 16CCU603 B

SEMESTER: VI

CLASS: III B.COM (CA)

S. No.	Lecture Duration Period	Topics to be Covered	Support Material/Page Nos.
UNIT-I			
1	1	Introduction to Personal Selling – Objectives	T56
2	1	Nature and importance of personal selling	W1
3	1	Limitation or myths of selling	R1: 5
4	1	Difference between Personal Selling with Salesmanship	W2
5	1	Difference between Personal Selling with Sales Management	W2
6	1	Characteristics of a good salesman, types of selling situations	T176
7	1	types of salespersons	R1: 53
8	1	Career opportunities in selling	R1: 52
9	1	Measures for making selling an attractive career	W4
10	1	Recapitulation and discussion of important questions	
Total No of Hours Planned For Unit 1=10			
Unit – II			
1	1	Buying Motives – Introduction	R1: 90
2	1	Concept of motivation	T366
3	1	Types of Motivational Factors	R1: 256
4	1	Maslow's theory of need hierarchy	T370

5	1	Dynamic nature of motivation	T367
6	1	Buying motives and their uses in personal selling	R1: 90
7	1	Classification of buying motive	R1: 91
8	1	Product motive	R1: 92
9	1	Patronage motive	R1: 99
10	1	Recapitulation and discussion of important questions	
Total No of Hours Planned For Unit II=10			
Unit – III			
1	1	Selling Process - Introduction	R1: 131
2	1	Prospecting and qualifying	R1: 131
3	1	Pre-approach	R1: 139
4	1	Presentation	R1: 157
5	1	demonstration	R1: 160
6	1	handling of objections	R1: 164
7	1	Closing the sale	R1: 177
8	1	Post sales activities	R1: 186
9	1	Post sales activities	R1: 186
10	1	Recapitulation and discussion of important questions	
Total No of Hours Planned For Unit III =10			
Unit - IV			
1	1	Sales Force Management	T288
2	1	Job analysis – Job Description	T295,296
3	1	organization for Recruiting and Selection	T182
4	1	Sources of Sales Force Recruits	T304
5	1	The Recruiting Effort – Selecting Sales Personnel	T312
6	1	Training, Motivation and Compensation of Sales Force - Introduction	T381
7	1	Building Sales Training Programs –Selecting Training Methods	T312
8	1	Organization for Sales Training	T182
9	1	Evaluating Sales Training Programs	T354
10	1	Recapitulation and discussion of important questions	
Total No of Hours Planned For Unit IV=10			

		Unit – V	
1	1	Sales Reports - Introduction	T437
2	1	reports and documents	T438
3	1	sales manual, Order Book	W5
4	1	Cash Memo	W6
5	1	Tour Diary, Daily and Periodical Reports;	W7
6	1	Ethical aspects of Selling	W8
7	1	Recapitulation and discussion of important Questions	
8	1	Revision: Discussion of Previous ESE Question papers	
9	1	Discussion of Previous ESE Question papers	
10	1	Discussion of Previous ESE Question papers	
		Total No of Hours Planned For Unit V=10	

TEXT BOOK

1. Richard R. Still, Edward W. Cundiff & Norman A.P. Govoni (2001), Sales Management, New Delhi, Prentice Hall of India.

REFERENCES

1. C. N. Sontakki, Salesmanship, Kalayani Publication, Ludhiana.

WEBSITES

W1: <http://www.artofmarketing.org>

W2: <https://www.slideshare.net/>

W3: <https://blog.hubspot.com/sales/types-of-sales-jobs>

W4: <https://www.probizwriters.com/PBW-blog/index.php/what-is-a-sales-manual-how-to-write-sales-manual/>

W5: <http://www.letslearnaccounting.com/cash-memo>

W6: <http://www.imimarcas.eu/docs/>

W7: <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/>

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

UNIT- 1:

Introduction to Personal Selling: Nature and importance of personal selling, myths of selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of selling situations, types of salespersons, Career opportunities in selling, Measures for making selling an attractive career.

Personal Selling

Personal selling can be defined as an oral presentation in conversation with one or more prospective customers for the purpose of making sales. It is the most important ingredients in the promotion mix. In personal selling, a salesman can pinpoint the prospect and actual demonstration of the product can be made through two –way communication. Personal selling has a permanent place in promotion and distribution. Personal selling searches for customers offers for sale, create confidences and execute sales through different activities.

Introduction to Personal Selling:

Personal selling happens when companies and business firms send out their salesmen to use the sale force and sell the products and services by meeting the consumer face – to – face. Here, the producers promote their products, the attitude of the product, appearance and specialist product knowledge with the help of their agents. They aim to inform and encourage the customer to buy, or at least trial the product.

For example, salesmen go to different societies to sell the products. Another example is found in department stores on the perfume and cosmetic counters. A customer can get advice on how to apply the product and can try different products. Products with relatively high prices, or with complex features, are often sold using personal selling. Great examples include cars, office equipment (e.g. photocopiers) and many products that are sold by businesses to other industrial customers.

Definition:

- **According to W.J. Stanton**, “Personal selling consists of individual, personal communication, in contrast to the mass impersonal communication of advertising, sales promotion, and other promotional tools.”
- **According to Philip Kotler**, “Personal selling is a broader concept and involves oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales.”

NATURE OF PERSONAL SELLING

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

- The greatest freedom to adjust a message to satisfy customers informational needs, dynamic.
- Most precision, enabling marketers to focus on most promising leads. vs. advertising, publicity and sales promotion
- Give more information
- Two way flow of information, interactivity.
- Discover the strengths and weaknesses of new products and pass this information on to the marketing department.
- Highest cost. Businesses spend more on personal selling than on any other form of promotional mix.
- Goals range from
 - finding prospects
 - convincing prospects to buy
 - keeping customers satisfied--help them pass the word along.

IMPORTANCE OF PERSONAL SELLING



Personal selling is an important element of promotion mix and an effective promotional tool. The importance of personal selling can be shown briefly below:

Flexible message:

Personal selling is important as a flexible message. It involves individual and personal communication as compared to the mass and impersonal communication of advertising and sales promotion. Therefore, personal selling is most flexible in operation. He can observe the customer's reaction to a particular sales approach and thus makes necessary adjustments right on the spot. Face- to –face contacts with customers is the most effective means of communication.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

Minimum wastage:

Personal selling helps in minimum wastage of the goods. In personal selling, a salesman can select the target market and concentrate on the customers. He need not communicate with the people. Therefore, personal selling involves minimum wastage of effort.

Effective sales:

Personal selling helps in the effective sales of products. Personal selling in most cases leads to an actual sale. A salesman can find potential buyers, demonstrate the product, explain its operation, and convince customers to buy it or install it at the customer's place and provide after sale service. Therefore, personal selling does the entire job of selling. It is a complete promotional technique of keeping customers satisfied.

Immediate feedback:

Personal selling helps in the immediate feedback of the products in the market. It involves a two-way flow of communication between the buyer and the seller. It is a useful method of understanding the needs and behavior of customers. It provides knowledge about the tastes, habits, and attitudes of the customers.

Complements to advertising:

Personal selling also acts as a complement to advertising. In most situations, there is a need for explaining the quality uses and price of the product. Advertising attracts customers but their doubts and questions about the product are answered by salesmen. In this way, personal selling supports advertising. Salesmen educate the consumers about new products and about new uses of existing products.

Educates consumers:

Personal selling helps to educate the consumers about the products. Salesmanship is not simply a tool of convincing people to buy certain products. It assists customers in satisfying their wants. A salesman provides information, education, and guidance to customers. He handles their complaints and assists them in getting value for their money. It is important to educate the consumers about the product.

Employment opportunity:

Personal selling also creates employment opportunity to the people. It helps to increase aggregate sales and production in the country thereby increasing employment opportunities. They help to maintain equilibrium between demand and supply.

FUNCTIONS OF PERSONAL SELLING

Personal selling is an oral presentation in face to face conversation with one or more prospective customers for the purpose of making sales.

The main functions of personal selling are as follows:

- Provide service to customers (Introduce the product, explain the right use, Convince them etc.)
- To sell the product
- Maintain the sales record
- Executive Function
- Develop goodwill
- Achieve sales target

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

CHANGING FACE OF PERSONAL SELLING

Modern sales approach is based on the following parameters

- **Value Sharing:**

Salespeople study the changing needs and preferences of their customers.

- **Relation Building:**

A value-based relationship helps the salespeople to constantly mobilize resources and modify the end product by catering to the specifics of the buyer.

- **Role Playing:**

The salespeople, in personal selling, go far beyond realizing sales. Sales people act as consultants to their prospective customers constantly advising them of new products, their updates and impart knowledge to them.

- **Changing Approach:**

Personal selling comes in a package containing the inputs of the experts from different areas such as maintenance, installation, trouble shooting, delivery staff, sales personnel, etc.

MYTHS ABOUT SELLING

Myths of selling:

There are various myths about selling process which needs to be cleared for a sales person.

1. Buyers are liars
2. Anyone can be persuaded to buy
3. In buying decision, price is the primary reasons
4. A technique that works well for one person will work for everyone
5. Close the sales as soon as possible
6. The deal can be closed at any price

It can see in detail as follows:

1. Buyers are liars. I'm constantly amazed how many salespeople use this expression. Do people mislead salespeople? Absolutely. But this usually occurs when the sales person has failed to earn

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

that person's trust. Gaining someone's trust means not pushing them into making a buying decision. It means focusing your attention on THEIR situation rather than trying to close the sale. Earning trust means treating people with respect and dignity even if they are not prepared to make a buying decision right now.

2. Anyone can be persuaded to buy. This may be true of impulse purchases but in today's business world, buyers are more savvy than ever before. I once heard someone say, "If you have a strong case you will clarify it. If you have a weak case, you will try and persuade the other person." The real key is to determine whether or not the person or company you are speaking to has a genuine need for your product or service. If they do not, then your best strategy is to move on to someone who does need AND want your particular solution. Even if a company could benefit from your product but they are reluctant to give you the opportunity to discuss, your time is better spent talking to other companies.

3. Price is the primary reason people make a buying decision. I will never dispute that price is a factor in the buying process but it is not usually the primary reason, unless, of course, you fail to establish the value of your products or services. If you don't clearly show how your solution will help your customer, price will become the default decision-making criteria.

4. A technique that works well for one person will work for everyone. Countless books have been written about one sales strategy or another and I have read many of them. In this search, I have discovered that we all have our unique personality and what works well for someone may not work as effectively for us. However, instead of discarding that particular idea you should look for a way to integrate it into your natural style and approach.

5. It's critical to close the sale as soon as possible. This is one of the craziest beliefs. Yes, it's important to move people towards a buying decision. Yes, it is important to gain commitments along the way. Yes, it is important to include a call to action in your proposals and conversations. But, it is also important to recognize that not every sales decision will be made quickly.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

Decisions can be delayed for a number of reasons, and in certain situations, trying to rush the customer to a commitment will actually cost you the sale.

6. Close the deal at any price. Too many people feel they have to close every deal, even if it does not make good business sense to do so. I have spoken to countless sales people who will accept a deal that has virtually no margin just so they can get the sale. I recall talking to a store owner who quickly matched the prices of her competitor in order to prevent people from going to her competition. However, this seldom creates loyalty and only conditions that customer to continue asking for a better price. Decisions like this cost you or your company money. If you are not making your desired gross profit on a particular sale, then you need to consider whether it makes good business to accept it. I know small business owners who will offer substantial discounts to a large company in the hopes of generating additional business from that client in the future. Unfortunately, they end up giving away their services and expertise because they don't get any more business from that company. They neglected to negotiate an upfront agreement.

ADVANTAGE AND DISADVANTAGE OF PERSONAL SELLING:

Advantages of Personal Selling

- It is a two-way communication. So the selling agent can get instant feedback from the prospective buyer. If it is not according to plan he can even adjust his approach accordingly.
- Since it is an interactive form of selling, it helps build trust with the customer. When you are selling high-value products like cars, it is important that the customer trusts not only the product but the seller also. This is possible in personal selling.
- It also is a more persuasive form of marketing. Since the customer is face to face with the salesperson it is not easy to dismiss them. The customer at least makes an effort to listen.
- Finally, direct selling helps reach the audience that we cannot reach in any other form. There are sometimes customers that cannot be reached by any other method.

Disadvantages of Personal Selling

- It is a relatively expensive method of selling. High capital costs are required.
- Also, it is an extremely labour intensive method. A large sales force is required to carry out personal selling successfully.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMANSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

- The training of the salesperson is also a very time consuming and costly.
- And the method can only reach a limited number of people. Unlike TV or Radio ads it does not cover s huge demographic.

DIFFERENCE BETWEEN PERSONAL SELLING, SALESMANSHIP AND SALES MANAGEMENT:

PERSONAL SELLING is a broader concept than salesmanship. Personal selling is an



important ingredient of promotional mix, which is a part of marketing mix. Personal selling is a means for implementing marketing programs. It involves processes like interaction of the seller with the buyer to understand needs and wants of buyer.

It is a direct presentation of a product to a prospective customer by a representative of the organization selling it.

Objectives of personal selling:

- To shoulder the entire responsibility of the promotion mix (when no other element of Promotion mix is used)
- To maintain contact with existing customers, take orders etc (also known as servicing existing accounts)
- To search and obtain new customers
- To secure customers cooperation in stocking and promoting the product line
- To inform and educate customers
- To assist customers in selection
- To provide technical assistance
- To assist with training the middlemen's sales personnel
- To collect market information

SALESMANSHIP

Meaning:

- ☐ Sales Management, Personal Selling and Salesmanship are all related. Sales management directs the personal selling effort which is turn is implemented largely through salesmanship
- ☐ Salesmanship is one aspect of personal selling and never all of it.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

- ☐ It is one of the skills used in personal selling

Definition:

Salesmanship is the art of successfully persuading prospects or customers to buy products or services from which they can derive suitable benefits, thereby increasing their total satisfaction.

SALES MANAGEMENT is the management of all market related activities like advertisement, sales promotion, marketing research, physical distribution, pricing and product development. Sales management is responsible for the sale of a product of a company and to add profits to the business operations. Sales managers are in charge of personal selling activity and their primary assignment is management of the personal sales force. Thus sales management emphasis on planning, organising, directing and controlling of personal selling including recruitment, selection, training, supervision and motivation of the personal sales force.

OBJECTIVES OF SALES MANAGEMENT

- ☐ From the Organizations Viewpoint there are three general objectives of sales management
- Achieving the desired sales volume
 - Contribution to profits in the organization
 - Continuing growth

NATURE & IMPORTANCE OF SALES MANAGEMENT

- Its integration with marketing Management -
- Relationship Selling
- Varying Sales responsibilities

SALESMANSHIP: DEFINITION, IMPORTANCE, DUTIES AND TYPES

Salesmanship: Definition, Importance, Duties and Types!

“The personal selling” and “salesmanship” are often used interchangeably, but there is an important difference. Personal selling is the broader concept. Salesmanship may or may not be an important part of personal selling and it is never ‘all of it. Along with other key marketing elements, such as pricing, advertising, product development and research, marketing channels and physical distribution, the personal selling is a means through which marketing programmes are implemented.

- The broad purpose of marketing is to bring a firm’s products into contact with markets and to effect profitable exchanges of products for money. The purpose of personal selling is to bring the right products into contact with the right customers, and make ownership transfer.
- Salesmanship is one of the skills used in personal selling, as defined by Stroh, “it is a direct, face-to-face, seller-to-buyer influence which can communicate the facts necessary for marketing a buying decision; or it can utilize the psychology of persuasion to encourage the formation of a buying decision”.
- Salesmanship is seller-initiated effort that provides prospective buyers with information and motivates or persuades them to make favourable buying decisions concerning the

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

seller's products or service. The salesman of today has to react and interact in any different ways to many different people.

- Apart from the knowledge of the product, a salesperson has to be a psychologist with one prospect, a human computer with another, an adviser with another, and at the same time a friend with some buyers. Salespersons must adjust their personalities on every call. Salesmanship may be implemented not only through personal selling but through advertising. Thus, advertising has been described as “salesmanship in print.”
- Some definitions emphasize that salesmanship is the art of influencing or persuading people to do what sales representative wants them to do. For instance, contractors, teachers, ministers, authors, politicians, industrial engineers etc., practice the art of influencing others to do what they want them to do. Every man is a salesman in his own walks of life.

“He who works with his hands is a labourer.

“He who works with his hands and his head is a craftsman.

“He who works with his hands, HEAD and heart is an artist.

“He who works with hands, his head, his heart and his feet is a salesman.”

- Salesmanship is the ability to persuade people to want the things which they already need. Salesmanship is the ability to convert human needs into wants. The work of salesman is a service i.e., helping the consumer. The salesman gives a solution to the customer's problems. Salesmanship is the ability to handle the people and to handle the products.

Definition:

- According to W.G Carter, “Salesmanship is in attempt to induce people to buy goods.
- According to the National Association of Marketing Teachers of America, “It is the ability to persuade people to buy goods or services at a profit to the seller and benefit to the buyer.”
- According to Knox, “Salesmanship is the power or ability to influence people to buy at a mutual profit, that which we have to sell, but which they may not have thought of buying until call their attention to it. Salesmanship is the ability to persuade people to want they already need.”

Modern Concept of Salesmanship:

In olden days, a salesman takes an order. He shows the goods. He waits for an order. Then he receives the payment. He never attempts to guide, or help or persuade the consumers. But the modern concept of salesmanship is entirely different from the old concept of salesmanship. Modern concept is creative in approach. He creates needs and converts them into wants. Customer satisfaction is the main problem of salesman. Mutual profit is essential both for

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

the buyer and the seller. Salesman guides the customer to buy things which satisfy his want. Salesman motivates the feelings of the customers to act.

IMPORTANCE OF SALESMANSHIP:

In the present day, salesmanship plays an important part. Salesman is the connecting link between sellers and buyers at every step., i.e” from the collection of raw materials to the finished products. , Of all, customers are the most benefited by salesmen. Present era is of large-scale production, which is in anticipation of demand. The market expands along with competition. This makes distribution a difficult and a complex factor in the face of still competition. The expansion of the market, growing competition etc., invite a better salesmanship.

1. Important to Producers:

Salesmanship is important to producers and manufacturers. For pushing products into the competitive market, salesmanship is necessary. To capture new markets also salesmanship is very important. Salesmen increase the sales volume. It brings larger profits to the manufacturers. Salesmen work as the “eye and ear” for the manufacturers.

They improve their products according to the taste of the consumers. They improve their sales policies by keeping in mind the suggestions, impressions and complaints of the consumers. He is the creator of demand. Hence it leads to increased production and increased business activity. As such it increases employment opportunity as well as personal incomes.

2. Important to Consumers:

Salesman educates and guides the consumers. He gives them more satisfaction. ‘Consumers are right’ in the marketing. As such, he gives more importance to them. Salesman helps the consumers in making the right decision and proper selection of the products which they want to buy. Salesmanship increases the rate of turnover, and hence reduces unsold stock. As such it minimizes the economic stagnation. Consumers can select the best products according to their requirements, taste and money.

DUTIES OF A SALESMAN:

1. The principal duty is to make sales of products or services.
2. He has to do the assigned duty (travelling).
3. He has to make collection of bills relating to sale.
4. He has to make report-Sales made, Calls made, Services rendered, customers lost, competition and any other matters, relating to firm.
5. All complainants must be satisfied peacefully.
6. He has to attend sales meetings.
7. A salesman with his experience must supply information in order to solve problems relating to product or the firm.
8. He must maintain a good relation with the customers.
9. He must assist the customers to make good selection.
10. He must develop a goodwill for the firm and the products.
11. He must have cooperative habits.
- 12 He takes periodic inventories of the stocks.

ESSENTIAL ELEMENTS OF A SUCCESSFUL SALESMAN

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

(i) Element of persuasion

Personal selling is the art of winning the confidence of the customers and thereby convincing them to accept the proposal. It is through powerful suggestions and tactful handling of situation that the salesmen are able to make the people agree to the sales proposals.

(ii) Element of creativity

It is the creative thinking of the salesmen that arouses interest for the product. It creates and maintains demands for the product. It tends to satisfy the individual needs of the customer.

(iii) Element of education

Personal selling helps the customers to increase their satisfaction by educating them about the uses of new products and new uses of old products. It educates people about the availability of products, their features, uses, etc.

(iv) Element of mutual benefits

The main aim of personal selling is not to make high profits. It is beneficial both to consumers and sellers. It not only increases the profit of the businessman but also provides full satisfaction to the consumers.

PERSONAL SELLING SITUATIONS

Personal Selling situations -

- i) Service Selling
- ii) Developmental Selling
- iii) Creative Selling

i) Service Selling

- Inside Order taker – here the salesperson waits on customers (e.g Sales Counter person)
- Delivery Salesperson – Engaged in delivering the product (Person who delivers Milk, Eggs)
- Merchandising/Route Sales Person – Works as an order taker on field mainly with retailers
- Missionary _Works only to create goodwill and disseminate information . Does not do any order taking
- Technical Sales Person – Emphasizes technical Knowledge and educates customer

ii) Developmental Selling

- Creative sales person of tangibles – Sales person selling vacuum cleaners , encyclopedias
- Creative sales person of intangibles- Sales person selling Insurance, advertising services, Educational programs

iii) Creative Selling

- Political /Indirect/Back Door – Selling big ticket item by catering to the other interests of the customers (which have no connection with the product)

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

- Salespersons engaged in multiple sales- Where the sales person is required to make presentation to various entities of an organization (Ad agency salespersons making presentations to selection committee, creative department, product department etc)

Types of Salespersons

In business and industry, the following types of salespersons are widely used:

Manufacturers salesman:

A manufacturer's salesman is that type of salesman whose job is to sell products either directly to the consumers or to the wholesale or retailers. He may be a "pioneer salesman", merchandising salesman or a 'dealer servicing salesman'. A manufacturer's salesman is engaged in creating and cultivating outlets for a new product.

Pioneer or missionary salesman:

Pioneer salesman are also known as a creative salesman. They are employed by manufacturers and do the work of missionary nature. They create demand for the products. They usually develop goodwill. They call on distributors – wholesalers, retailers, professional customers, in order to promote the products.

Merchandising salesman:

Merchandising salesman is the salesman who gives suggestions on display, store- layout, service layout, service facility, etc. They arrange wide publicity and conduct demonstration for dealer salesmen by working along with them. They are largely involved in drugs, medicines, grocery, etc.

Dealer servicing salesmen:

Dealer salesman is that salesman who calls on retailers in their territory and visits them often. They bring samples of new products, take orders and organize window display.

Wholesaler's salesmen:

The wholesaler's salesman are the salesman who calls on retail dealers at regular intervals to book their orders. He informs the retailers about the various products offered by the wholesaler, helps them in the selection of articles and advises the retailers in involving effective selling techniques. The wholesaler's salesman may be the outdoor or indoor salesman.

Sales engineer:

Sales engineer are that salesman who deals in high-value goods like computers, automobiles, refrigerators, washing machines, and television set. They are known as specialty salesman. They help in the installation of the products like computer or plant and machinery at the customer's place.

Service salesmen:

Service salesmen are appointed by the institutions providing intangible/ individual services like banking and insurance companies. These salesmen can meet the public to convince them about the need of saving for better future. Their job requires greater persuasion as compared to the job of salesmen dealing in tangible products.

QUALITIES OF A GOOD SALESMAN

In order to become a successful salesman, a person should possess some qualities. These qualities may be:

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

- (i) Knowledge about the products.
- (ii) Knowledge about the customers.
- (iii) Knowledge about the techniques of selling.
- (iv) Personal qualities
 - Personality
 - Mental qualities
 - Social qualities
 - Character qualities

1. Knowledge about the products

Most of the customers are ignorant about the features and utility of a product as to how many varieties, types and design, are available in the market. Without the help of salesman, it is difficult for the customers to decide about their products. A salesman has to convince the customers about the utility of the product by removing their doubts. The salesman, therefore, must have complete knowledge about the product – its special features and uses. In order that the salesman could answer the questions of the customers, he should know the whole process of production – raw materials used, place of production, sources of supply, etc. He must also know the terms and conditions of sale, delivery, prices, packing, credit facilities available etc., and the distribution channels used. Suppose, if a salesman sells a technical product (vacuum cleaner), then he must know in detail about the operation and functionalities of that product.

2. Knowledge about the customers

Salesmanship is the art of persuasion. In order to be successful a salesman must have sufficient knowledge about the customers to whom he is going to sell. He must try to understand their nature, types, habits and buying motives (considerations that compel a customer to buy). It is only then that he wins permanent customers. Salesman selling vacuum cleaner must identify the target customers for their product. Like for this product customers generally will be high income group urbanites.

3. Knowledge about the selling techniques

All the above knowledge is of no use unless salesman learns some techniques of selling and uses them. For example, firstly, he should see that the prospect line customer is well attended to. Secondly, he should try to understand his requirements. Thirdly, he should always be prepared to help him in order to win his confidence. Fourthly, he should ensure that the need of the customer is suitably met. If salesman follows these steps then selling vacuum cleaner won't be a problem to target customers (potential customers)

4. Personal qualities

Some of the personal qualities are:

a. Personality

A successful salesman must have sound health and pleasing personality, good appearance, good tastes, good habits, impressive voice, etc. First impression is the last impression. A pleasing and charming personality boosts self-confidence. It plays an important role in selling. The good appearance has a far reaching impact on the customers.

b. Mental qualities

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

An effective successful salesman must possess certain mental qualities intelligence, presence of mind, imagination, confidence, observation, sharp memory, foresightedness and above all the power to take quick decisions, etc.

c. Social qualities

A successful salesman should be co-operative, courteous, well mannered, have a liking for people, etc. He should always be ready to help his customers, remove their grievances and give new suggestions. He should be friendly and ready to mix with his customers. He must have the power to lead the people.

d. Character qualities

A successful salesman should have moral qualities like honesty, integrity, loyalty, etc. A salesman should be such that his tasks, promises, gestures and behaviours can be trusted, respected and honoured. He should be honest in his dealings. He should be loyal both to the customers and business.

ATTRIBUTES OF A GOOD SALESMAN

Good Salesmanship is not about never losing a sale. It's about learning from every lost sale and never letting history repeat itself in that arena! Everyone can't be a good salesman. It requires a great deal of competence or excellence. Following are a few qualities that a master salesman must develop.

Deliver more than you promise

For instance, if your customer is promised a good quality product on a particular date but the product reaches him before time and the quality too is better than expected, you have acquired a loyal customer for life! This is how a super-salesman works! He pursues the practice of rendering service that is greater in quantity and finer in quality than he is expected to deliver, thereby bringing profit not just for himself.

Make mistakes, but learn to profit from them

For a good salesman, no effort is ever lost. A good salesman not only never repeats his sales blunders, but learns from them. A good observation is a plus point. Learning from others mistakes helps prevent business gaffes too! Also, any mistake made is thoroughly analyzed to look for a solution. Good is sure to come out of it. A Good salesman understands that a coordination of different minds for the attainment of a single purpose is sure to produce positive results.

CAREER OPPORTUNITIES IN SELLING:

There is a corresponding sales career. For those interested in either starting a sales career or changing from one sales industry to another, there are many options, choices and factors to consider.

01 IT Industry Sales Careers

Computer technician using digital tablet performing maintenance PhotoAlto/Frederic CirouPhotoAlto Agency RF Collections/Getty Images

The IT industry is one that affords successful sales professionals a substantial income opportunity as well as job security. However, both of these wonderful benefits can quickly become lapsed by the rapidly changing nature of the IT world.

For those in IT sales and those considering IT as their career, having a career-long commitment to education and learning new skills is of paramount importance.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

02 Real Estate Careers

Real Estate Sales Professionals, aka "Agents," have the enviable job of helping people own their piece of the American dream. While agents do much more than just sell homes for and to people, essentially their job is close deals. For those who do that well, the rewards can be incredible.

But the allure of an unlimited income and the freedom of real estate sales hides a very important but critical success factor. That factor is that, like any other sales profession, success does not come before hard work.

03 Medical Devices Sales Careers

Of all the career industries, none provide as much security as does the Healthcare industry. The percentage of each dollar spent that goes towards Healthcare rises each year. With all that money going into the industry, the money available for successful sales professionals is amazing.

The question is not whether a sales career in the Healthcare industry should be a consideration or not, but which avenue a sales professional should explore.

04 Independent Sales Reps

Sometimes, jobs that offer the income potential that you need can't be found. When the economy takes a turn for the worst, jobs are often the first victim. But companies that make a product or have a service, still need to have someone sell their wares to customers. When hiring a sales force doesn't make fiscal sense, many companies turn to independent sales reps to carry their flag.

Because of this factor, there is usually an abundance of independent sales reps positions available. So for those self-motivated sales professionals who can take risks involved with not having a base salary, a career as an Independent Sales Rep may be the best and most secure choice they can make.

05 Food Service Sales

There are two things that everyone in the world needs. One is air to breathe, and the other is food to eat. Those in the Food Service Sales career are responsible for selling food and food-related items to the establishments that help people meet their second need of eating food.

Food Service Sales Reps almost always represent a restaurant supply distributor though some may work exclusively for food distributors. But no matter who a Food Service Sales Rep works for, they should expect stiff competition, a lot of networking and a job that extends beyond the normal working hours.

06 Manufacturer's Representatives

Much like Independent Sales Reps, Manufacturer's Representatives sell products for a specific manufacturer. While there is seldom a rule that demands that a sales professional represents only one manufacturer, most manufacturers prefer that their reps sell only their products.

For those with excellent time management and professional networking skills, selling for a manufacturer (or two) offers numerous rewards and benefits.

COMMON SALES JOB TYPES AND MEASURES FOR MAKING SELLING AN ATTRACTIVE SALARY

1. Sales development rep (SDR)

- SDRs (also commonly called business development reps, or BDRs) are responsible for the first part of the sales process: Researching, prospecting, and qualifying leads.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

- Depending on the organization, that may mean identifying and reaching out to potential good fits, answering requests for more information, following up with prospects who downloaded content, prospecting on LinkedIn and other social networks, and more.
- Once an SDR has determined the lead is qualified, they pass the opportunity to a sales rep. That rep is responsible for presenting or demoing the product, resolving the buyer's objections, and creating a proposal.
- Unlike a closing sales rep, SDRs don't carry a traditional quota. They're typically measured on their activity, like number of calls made and/or emails sent. According to The Bridge Group's 2016 Sales Development Metrics and Compensation report, it's most common for companies to base an SDR's commission on the number of meetings or opportunities they pass to their partner reps and the number of meetings or opportunities accepted by those reps.

Measures for Making selling an attractive salary

- This position is a great entry point to sales. Not only is there a clear promotion path, you don't need much experience.
- You'll spend most of your time speaking with potential prospects, so you may not want to become an SDR if you're not comfortable talking on the phone. The typical SDR role requires excellent written and verbal communication skills.

2. Account Executive (AE)

- The vast majority of candidates are ready to be promoted after approximately six to 18 months in a sales development role. As an AE, they've got a brand-new set of responsibilities: Running demos or giving presentations; identifying, surfacing, and addressing potential buying obstacles; crafting personalized value propositions; getting the commitment to purchase; and negotiating the actual terms.

Measures for Making selling an attractive salary

- Being an AE is a natural next step once you've gotten some selling experience under your belt. People with strong interpersonal skills thrive as AEs, since the lion's share of their day is spent in meetings, on the phone, sending emails, and/or engaging prospects on social media.
- Resiliency is crucial. Like most sales jobs, the AE role comes with rejection and uncertainty. You'll be miserable if you don't learn to bounce back quickly after failure and remain calm in high-stress situations.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

- Of course, there are also a lot of highs. If the idea of closing a big deal or winning a low-probability opportunity thrills you, this position is right up your alley.

3. Outside Salesperson

- Due to the rise of email, social media, and web-conferencing tools -- not to mention, a growing desire to talk to salespeople virtually and on the phone rather than in-person -- outside sales roles are becoming increasingly less common.
- An outside salesperson spends most of their time “in the field,” or visiting potential customers at their offices. You’ll be moving around constantly: Around the city, region, state, country, or even world.
- Because you’re largely working by yourself or with a few other team members, a field sales job can be isolating. On the other hand, you’ll likely have a flexible schedule.

Measures for Making selling an attractive salary

- Employers usually look to more experienced salespeople for outside sales roles, since you’ll normally be meeting buyers on your own. It’s also harder to learn selling fundamentals when you’re operating solo or in a small team.
- As a result, an outside sales role might not be the optimal choice when you’re new to sales. The travel takes a toll too -- whether you’re a novice or veteran.
- Outside sales does offer some advantages. Building rapport and establishing trust with your prospects tends to be easier if you’re face-to-face. In addition, many reps like how much autonomy and independence this role offers.

4. Account Manager

- Account managers enter the picture once the initial purchase is complete. Unlike a salesperson, whose accounts are constantly changing, an account manager’s portfolio is relatively stable.
- You’ll work with each customer to understand their needs, create a long-term strategy, and help them realize the greatest possible ROI from your product.
- An account manager also serves as the client’s primary point-of-contact at the company. When they have non-support questions, they’ll go to you.
- The main metrics you’ll be measured by? Retention and satisfaction rates. But account managers also look for upsell and cross-sell opportunities. At some organizations (usually smaller ones), they’ll handle this conversation with the customer directly. At larger companies, it’s more common for a salesperson to take over once an opportunity to expand the account comes up.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

Measures for Making selling an attractive salary:

- If you're passionate about building lasting relationships and being an internal advocate for your customers, you'll do well as an account manager.
- Successful account managers are also skilled at balancing multiple needs. For any given account, you must consider the client's objectives, your company's objectives, sales targets, and more.
- Lastly, you'll need to speak your customer's language. Without a deep understanding of their business, market, product, and industry, you'll never earn their confidence.

5. Regional Sales Manager

- Sales managers and regional sales managers lead teams of SDRs, reps, and, sometimes, account managers. You'll set individual quotas and team goals, analyze data, coordinate sales trainings and call reviews, and manage sales territories.
- You also might be involved in the recruiting, hiring, and firing of employees. And, depending on your organization's hierarchy, you might need to represent your team in executive and company-wide meetings.

Measures for Making selling an attractive salary

- How to know if the job is right for you: You'll need at least three years of sales experience, including some managerial experience. You might have held an account executive position or overseen a few SDRs, and you should be familiar with managing a small budget and analyzing team performance.
- Before applying for a sales manager role, consider whether you have this experience. If not, ask your supervisor to help you develop in these areas. Is there a new sales rep who would benefit from your coaching? Volunteer for the job.
- Once you have the experience, ask yourself whether you like managing people, budgets, and strategy for a team. Some salespeople prefer to remain individual contributors. If you're happier in the trenches making sales and ringing the gong, a sales manager position might not be for you.

6. Sales Engineer

- These professionals are also known as "pre-sales support," "systems engineer," or "field consultant." Sales engineers combine the technical expertise of engineers with the business acumen and selling skills of a traditional rep.
- As a sales engineer, you'll answer in-depth product questions; work with prospects to determine their technical needs; communicate those needs to your sales, engineering and/or product teams; help salespeople give demos; and craft the technical components of proposals and contracts.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

- You'll either be paired with a single rep -- in which case you may be held to a joint quota -- or assigned to deals. Reps often complain there aren't enough sales engineers to go around, so it's likely you'll have a full schedule.

Measures for Making selling an attractive salary

- This position is ideal if you're excited to flex both your technical knowledge and people skills. It requires fantastic active listening, presentation, and communication skills, as you'll be spending a great deal of time in front of customers.
- Some sales engineers are always on the road. Can you picture yourself spending a few days per week away from home hosting workshops for prospective customers and giving demos? If just the thought exhausts you, a sales engineering position may not be the best fit.
- It's also worth noting most employers look for a B.S. in computer science, a B.A. in engineering, or another related degree. Five-plus years of experience in pre-sales roles will also increase your chances of getting hired.

7. Director of Sales

- A director of sales works with sales managers to determine sales objectives, forecast and develop sales quotas, maintain sales volume, and remain a crucial part of the hiring process.
- In this position, you'll maintain a more strategic role than that of a sales manager. You'll likely report to the VP of Sales, and communicate executive directives to the rest of the sales organization.
- You'll probably be held responsible for the performance of your department. And your bonus will be awarded when your sales organization meets or exceeds goals. Budget and people management, recruiting, and business development initiatives will also be on your plate.

Measures for Making selling an attractive salary

- A sales manager who's ready for more responsibility and leadership potential? This might be the role for you.
- You should have spearheaded incredible growth and performance from your team as a sales manager. Your reps and region should be thriving, and you should already be flexing your muscles outside your job description.
- Demonstrate a one-step-ahead mentality against your competition by identifying gaps in your business and delivering solutions first.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

8. VP of Sales

- A vice president of sales should contribute to the overall growth and strategy of the sales organization -- and the company as a whole.
- You should identify strategic hiring opportunities that will strengthen your team, and aid in recruiting top talent. You'll also be in charge of team strategy, like deciding which markets your organization will expand to -- and you should be able to sell the tactics your team will need to get there.
- At the end of the day, your goal is to help your sales organization -- and the company -- scale. Your experience should yield keen insight into the company's next move before it's visible on the horizon.
- Because this role requires 10 or more years of experience and a proven track record of success, VPs also boast a bigger salary.

Measures for Making selling an attractive salary

- Managerial and director-level sales positions and be able to claim significant department and company growth.
- You should be fairly familiar with what's required of the VP position, having worked directly with or reported to one previously.
- And you should feel comfortable in a leadership role, be able to think analytically about your sales organization, and be proficient at communicating with executive- and board-level colleagues.
- Good luck finding your perfect job in sales. It's a career that offers unlimited earning potential, great fulfillment, and autonomy. Get started today.

SALESMANSHIP: ART OR SCIENCE

The Art of Salesmanship

As Art is a science applied, it involves actual doing. It is the practical application of knowledge or natural ability. One might have a broad knowledge of the science of medicine and possess, or develop, but indifferent ability in applying it. It may be said, speaking generally, that knowledge of a science is gained by study; proficiency in an art by practice. Knowledge of selling principles alone is not sufficient. Actual practice in their application is necessary. But knowledge of principles will enable one to get his selling ability into action more quickly and make of him a better salesman than he otherwise could hope to be. The art of salesmanship may be defined as the 'ability to apply fundamental selling principles to the circumstances of the individual selling situation'.

The Science of Salesmanship

Selling is definitely an Art. But Art is an applied Science. It is the practical application of knowledge or natural ability. It is possible to make a study of the sales process and the

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: I	BATCH-2016-2019

experience and methods of successful salesmen. Because of the many immeasurable human elements involved, it will always remain, to some degree, an inexact science. Mathematics, physics, chemistry are regarded as science. Salesmanship may also be considered as science on the basis that salesmanship is a specialised knowledge that has its own standards, principles and theories. It has already developed a systematized knowledge of its own like the other subjects of science. However, these rules and principles cannot be applied to each and every one in the world since all human beings are not equal. No doubt, although a majority of the customers can be convinced by a particular line of approach and behaviour of the salesman, the same cannot be applied to all customers and it may not be successful in each and every case. This is so because the process of handling customers can never be reduced to unchangeable laws and rigid principles. Thus, salesmanship is not exact science like physics or mathematics. It is science based on human psychology. It can be considered as science like sociology or economics. Therefore, the term Salesmanship includes both knowledge of fundamental selling principles and the ability to apply them in the actual making of sales. It comprehends both the science and the art.

Part B

1. Define personal selling.
2. State the concept of sales management?
3. State any two importance of personal selling.
4. Give any four limitation of personal selling
5. How salesman was most important to consumer?
6. Who is said to be service salesman?
7. Give any four duty's that you will perform when you are appointed as a salesperson.

Part C

1. What do you understand by personal selling? Discuss the various functions of personal selling.
2. Discuss the changing role of personal selling.
3. Describe the various situations conducive to the use of personal selling.
4. Explain the nature and scope of salesmanship?
5. Salesmanship is an art or science? Explain.
6. Explain the importance of salesmanship.
7. How society is benefited from salesmanship? Explain in your own words.
8. Explain the different types of salespeople briefly.
9. What are essential elements required to become a successful salesman? Discuss it.
10. What are qualities required to become a good sales man.
11. Discuss the carrier opportunities in selling at different industry level.
12. Elaborate any five common sales job types and how will you measures for making selling with an attractive salary?
13. Illustrate various myths of selling with an example

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

UNIT-II

Buying Motives: Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling

BUYING MOTIVES:

Definition: Buying Motive

“A motive is the inner state that energizes, activates or moves...and that directs or channels behaviour toward goods.” – Berelson & Stener

Buying motive is the motive to persuade the desires of people so that they buy a particular good or service. Buying motive relates to the feelings and emotions of people which generates a desire to purchase. Any person does not buy a product or service just because of excellent salesman pitch but he does also due to the desire generated within him towards the product or service.

Importance of buying motive

Understanding the buying motive of a customer is essential for a company as it helps the company to target the customer better. Buying motive means that the customer requires a particular product to fulfill a certain need. No matter how good a product is or how good the marketing is, unless the customer has a need it would not matter. This makes buying motive extremely important in business.

Motive and instincts are completely different keywords. Motives are voluntary made such that a particular stimulus will take place where as instincts are involuntary and generally inborn quality of a person. Ex: Thirst is an instinct but aspire to buy a bottle of mineral water to quench thirst is a motive.

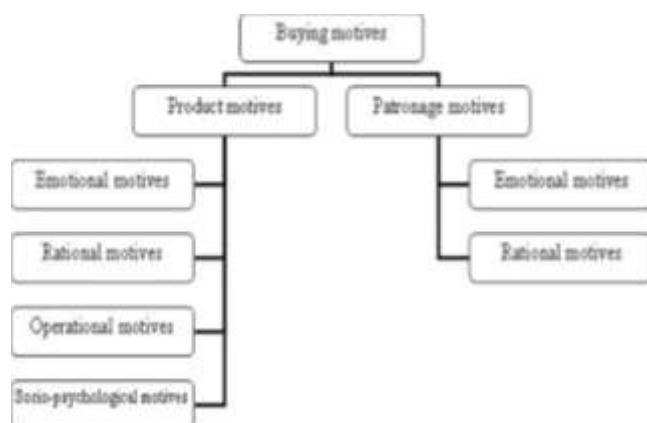
Types of Buying motives

Buying motives can be categorized as follows:

- 1) Product Buying Motives
- 2) Patronage Buying Motives

Product Buying Motives

Product motives are the impulse, desires and considerations which make people buy a



KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

specific product

Product buying motives are the factors or characteristics of a product that persuade a person to purchase only that product instead of other products available in the market. The factors can be physical appearance like design, size, color, price, shape etc. or can be psychological features like status, desire to reduce danger etc. Product buying motives is divided into two categories: Emotional and Rational.

1. Emotional Product Buying Motives (Feelings, Emotions, Impulses)

The emotional motives urge the buyer to do impulsive purchases without reason or logic.

If a person purchases a product without thinking much rationally (i.e. with less reasoning) then he or she is said to have persuaded by emotional product buying motives. There are around ten kinds of emotional product buying motives: prestige, imitation, affection, comfort, ambition, distinctiveness, pleasure, hunger and thirst, habit.

2. Rational Product Buying Motives (Reason, Judgment, Logic)

They involve in logical analysis and reasoning of the purchase before deciding to buy

If a person purchases a product after thinking rationally (i.e. logically deciding) then he or she is said to have persuaded by rational product buying motives. There are around eight kinds of rational product buying motives: security, economy, low price, suitability, utility, durability, convenience.

3. Operational motive:

Here person buys a product because its a utility for them. E.g. A family buys television because they feel it has utility for them

4. Socio-psychological motive:

Here a person buys a product due to status in the society. Like a person buys a big car to show his status in the society,

Patronage Buying Motives

- The impulses and influences which make a buyer to buy from particular shop or brand is patronage motives
- These motives can be rational or emotional

Patronage buying motives are the factors or characteristics that influence a person to purchase a product from particular shop instead of purchasing from other shops selling the same product.

1. Emotional Patronage Buying Motives

The buyer may buy from specific shop without any reasons then it emotional motives

If a person purchases a product from a particular shop without thinking much about other shops, then he or she is said to have persuaded by emotional patronage buying motives. There are around six kinds of emotional patronage buying motives: ambience of shop, showcase of products, recommendations by others, prestige, habit, imitation.

2. Rational Patronage Buying Motives

The buyer may select the shop because he knows that it offers a wide selection then it is rational motives.

If a person purchases a product from a shop after complete analysis and reasoning then he or she is said to have persuaded by rational patronage buying motives.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

There are around eight rational patronage buying motives: convenience, low price, credit availability, more services, efficiency of the seller, wide variety, treatment, reputation.

MOTIVATION

Meaning:

Motivation = “The processes that account for an individual’s intensity, direction, and persistence of effort toward achieving a goal”

- *Intensity* = how hard an employee tries
- *Direction* = should benefit the organization (i.e. quality of effort counts!)
- *Persistence* = how long can an employee maintain his/her effort?

Motivation: Concept and Significance/Importance of Motivation:

Concept of Motivation:

The term motivation is derived from the word ‘motive’. The word ‘motive’ as a noun means an objective, as a verb this word means moving into action. Therefore, motives are forces which induce people to act in a way, so as to ensure the fulfillment of a particular human need at a time. Behind every human action there is a motive. Therefore, management must provide motives to people to make them work for the organization.

Motivation may be defined as a planned managerial process, which stimulates people to work to the best of their capabilities, by providing them with motives, which are based on their unfulfilled needs.

Definition:

“Motivation means a process of stimulating people to action to accomplish desired goods.”

—William G. Scott

“Motivation is the process of attempting to influence others to do your will through the possibility of gain or reward.” — Flippo

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

Motivation is, in fact, pressing the right button to get the desired human behaviour.

Motivation is no doubt an essential ingredient of any Organisation. It is the psychological technique which really executes the plans and policies through the efforts of others.

Following are the outstanding Features of the concept of motivation:

1. Motivation is a personal and internal feeling:

Motivation is a psychological phenomenon which generates within an individual.

2. Motivation is need based:

If there are no needs of an individual, the process of motivation fails. It is a behavioural concept that directs human behaviour towards certain goals.

3. Motivation is a continuous process:

Because human wants are unlimited, therefore motivation is an ongoing process.

4. Motivation may be positive or negative:

A positive motivation promotes incentives to people while a negative motivation threatens the enforcement of disincentives.

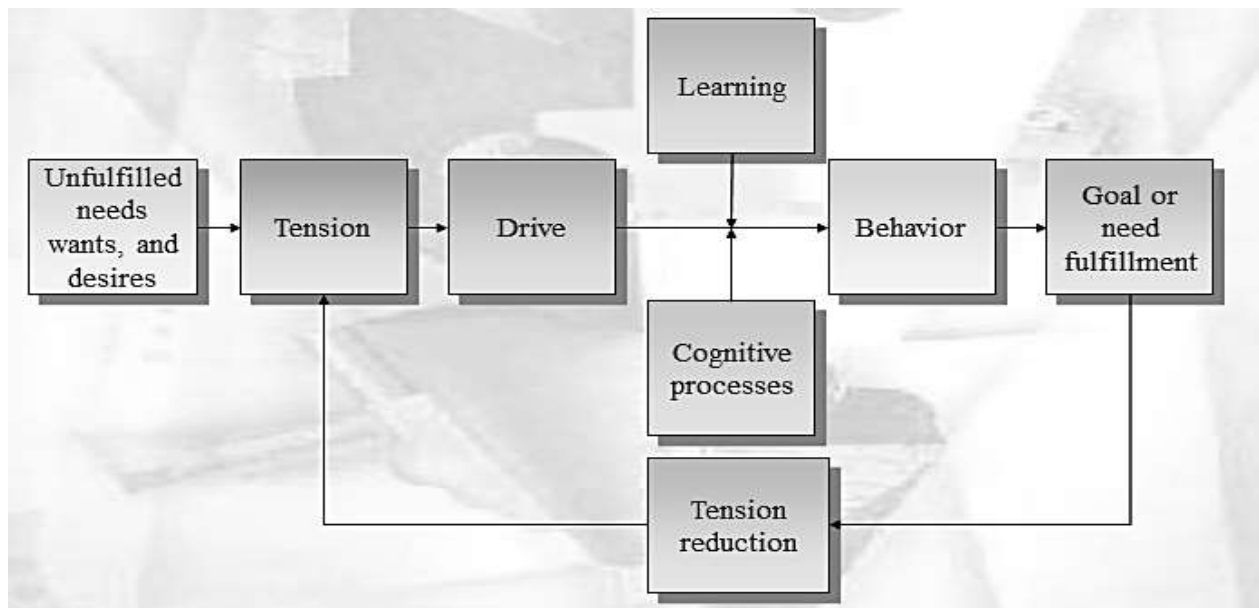
5. Motivation is a planned process:

People differ in their approach, to respond to the process of motivation; as no two individuals could be motivated in an exactly similar manner. Accordingly, motivation is a psychological concept and a complex process.

The process of motivation is illustrated in the figure given below:

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019



Types of Needs

- Innate Needs
 - Physiological (or *biogenic*) needs that are considered primary needs or motives
 - Physiological needs for food, water, air, clothing, shelter, and so on. Also known as *biogenic* or primary needs.
- Acquired needs
 - Generally psychological (or *psychogenic*) needs that are considered secondary needs or motives
 - Needs that are learned in response to one's culture or environment (such as the need for esteem, prestige, affection, or power). Also known as *psychogenic* or *secondary needs*.

Goals

- Generic Goals

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

- the general categories of goals that consumers see as a way to fulfill their needs
- e.g., “I want to buy a vehicle”
- Product-Specific Goals
 - the specifically branded products or services that consumers select as their goals
 - e.g., “I want to buy a Mercedes”

The Selection of Goals

- The goals selected by an individual depend on their:
 - Personal experiences
 - Physical capacity
 - Prevailing cultural norms and values
 - Goal’s accessibility in the physical and social environment
 - **Substitute Goal**
 - A goal that replaces an individual’s primary goal when the goal cannot be achieved or acquired.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

Significance/Importance of Motivation:

Motivation is an integral part of the process of direction.

While directing his subordinate, a manager must create and sustain in them the desire to work for the specified objectives:

1. High Efficiency:

A good motivational system releases the immense untapped reservoirs of physical and mental capabilities. A number of studies have shown that motivation plays a crucial role in determining the level of performance. “Poorly motivated people can nullify the soundest organisation.” said Allen.

By satisfying human needs motivation helps in increasing productivity. Better utilisation of resources lowers cost of operations. Motivation is always goal directed. Therefore, higher the level of motivation, greater is the degree of goal accomplishment.

2. Better Image:

A firm that provides opportunities for financial and personal advancement has a better image in the employment market. People prefer to work for an enterprise because of opportunity for development, and sympathetic outlook. This helps in attracting qualified personnel and simplifies the staffing function.

3. Facilitates Change:

Effective motivation helps to overcome resistance to change and negative attitude on the part of employees like restriction of output. Satisfied workers take interest in new organisational goals and are more receptive to changes that management wants to introduce in order to improve efficiency of operations.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

4. Human Relations:

Effective motivation creates job satisfaction which results in cordial relations between employer and employees. Industrial disputes, labour absenteeism and turnover are reduced with consequent benefits. Motivation helps to solve the central problem of management, i.e., effective use of human resources. Without motivation the workers may not put their best efforts and may seek satisfaction of their needs outside the organisation.

The success of any organisation depends upon the optimum utilisation of resources. The utilisation of physical resources depends upon the ability to work and the willingness to work of the employees. In practice, ability is not the problem but necessary will to work is lacking. Motivation is the main tool for building such a will. It is for this reason that Rensis Likert said, “Motivation is the core of management.” It is the key to management in action.

Advantages and Disadvantages of Motivation

Motivation provides us with energy to pursue outcomes. The energy may come from an inside source or an outside source. These sources can be defined as either extrinsic or intrinsic motivation (Rodgers & Loitz, 2009). Extrinsic motivation “lies outside of the individual and the task being performed”, whereas, intrinsic motivation “lies within the individual and task” (Ormond, 2008). The task is found to be enjoyable and worthwhile alone.



There are several advantages and disadvantages to each type of motivation.

Advantages of Intrinsic Motivation:

- Long-lasting
- Self-sustaining
- Focuses on the subject rather than the reward or punishment

Disadvantages of Intrinsic Motivation:

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

- Slow to change the behavior
- Requires lengthy preparation and special attention
- A variety of approaches may be needed to motivate students

Advantages of Extrinsic Motivation:

- Quickly changes behaviors
- Requires little effort or preparation
- Requires little knowledge of the student

Disadvantages of Extrinsic Motivation:

- Provides distraction from learning
- Difficulty in determining appropriate rewards and punishment
- Ineffective after a long period of time
- Once the reward is removed, motivation is lost

MOTIVATIONAL FACTORS

There are several factors that motivate a person to work. The motivational factors can be broadly divided into two groups:

I. MONETARY FACTORS:

Salaries or wages:

Salaries or wages is one of the most important motivational factors. Reasonable salaries must be paid on time. While fixing salaries the organization must consider such as :

- Cost of living
- Company ability to pay
- Capability of company to pay etc,

Bonus:

It refers to extra payment to employee over and above salary given as an incentive. The employees must be given adequate rate of bonus.

Incentives:

The organization may also provide additional incentives such as medical allowance, educational allowance, hra allowance, etc.

Special individual incentives:

The company may provide special individual incentives. Such incentives are to be given to deserving employees for giving valuable suggestions.

II. NON MONETARY FACTORS:

TMStatus or job title:

By providing a higher status or designations the employee must be motivated. Employees prefer and proud of higher designations.

Appreciation and recognition:

Employees must be appreciated for their services. The praise should not come from immediate superior but also from higher authorities.

Delegation of authority:

Delegation of authority motivates a subordinate to perform the tasks with dedication and commitment. When authority is delegated, the subordinate knows that his superior has placed faith and trust in him.

Working conditions:

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

Provision for better working conditions such as air-conditioned rooms, proper plant layout, proper sanitation, equipment, machines etc, motivates the employees.

Job security:

Guarantee of job security or lack of fear dismissal, etc can also be a good way to motivate the employees. Employees who are kept temporarily for a long time may be frustrated and may leave the organization.

Job enrichment:

Job enrichment involves more challenging tasks and responsibilities. For instance an executive who is involved in preparing and presenting reports of performance, may also asked to frame plans.

Workers participation:

Inviting the employee to be a member of quality circle, or a committee, or some other form of employee participation can also motivate the workforce.

Cordial relations:

Good and healthy relations must exist throughout the organization. This would definitely motivates the employees.

Good superiors:

Subordinates want their superiors to be intelligent, experienced, matured, and having a good personality. In fact, the superior needs to have superior knowledge and skills than that of his subordinates. The very presence of superiors can motivate the subordinates.

Other factors:

There are several other factors of motivating the employees:

- Providing training to the employees.
- Proper job placements.
- Proper promotions and transfers.
- Proper performance feed back.
- Proper welfare facilities.
- Flexible working hours.

MONEY AS A MOTIVATOR?

It is normally believed that money acts as a motivator. In general the role of money as a motivator depends upon certain factors:

- Money fails to motivate people, when there is no direct relationship between reward and effort.
- Economic conditions of people influence the Importance of money. For poor person, the value of certain amount of money is quite high as compared to rich.
- Money is a significant motivator at lower level of employees level however money may not be a significant factor for senior executives who have already fulfilled their lower level needs. TM
- Employees are concerned not only with the amount of money paid to them, but it should be fair and equitable as paid to that of the employees of same level or status. TM

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

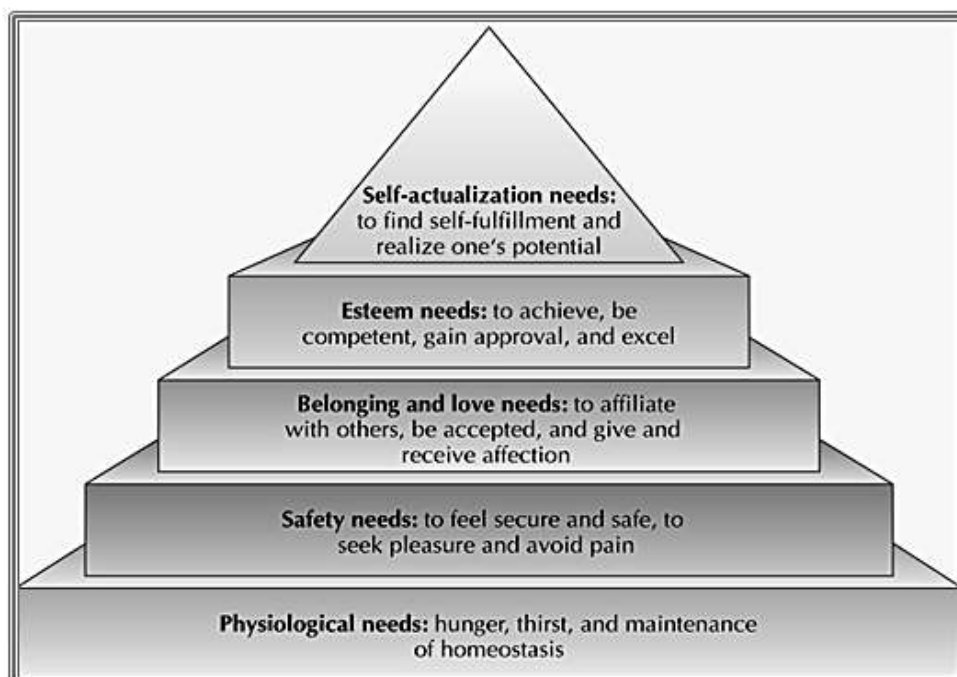
- Social attitudes towards money and wealth also decides the motivation to earn more and more.

THEORIES OF MOTIVATION

MASLOW'S NEED THEORY

One of the earliest and best-known content theories is **needs hierarchy theory**. Psychologist Abraham Maslow (1954) focused on motivating forces in individuals and established a "hierarchy of needs." According to Maslow, individuals would move to satisfy their needs in a hierarchical manner. Once a need is satisfied, it no longer has the ability to motivate. At the bottom of the hierarchy are physiological needs such as food, shelter, and sexual gratification. These were followed by safety needs (protection from environmental dangers), social needs (love and belonging), and esteem (self-respect and the approval of others). The highest need is the need for self-fulfillment, which involves deriving a sense of value and satisfaction from one's work. While people generally fill these needs in order, Maslow recognized that the hierarchy was flexible within individuals, and that priorities could vary. Maslow did not include money in his schema because of the ambiguity in the meaning of money. For some people, money is a way to achieve the basic requirements of food and shelter. Others view money as a measure to satisfy their need for self-fulfillment.

If motivation is driven by the existence of unsatisfied needs, then it is worthwhile for a manager to understand which needs are the more important for individual employees. In this regard, Abraham Maslow developed a model in which basic, low-level needs such as



KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

physiological requirements and safety must be satisfied before higher-level needs such as self-fulfillment are pursued. In this hierarchical model, when a need is mostly satisfied it no longer motivates and the next higher need takes its place.

Physiological Needs: Physiological needs are those required to sustain life, such as *air, water, nourishment and sleep*. According to Maslow's theory, if such needs are not satisfied then one's motivation will arise from the quest to satisfy them. Higher needs such as social needs and esteem are not felt until one has met the needs basic to one's bodily functioning.

Safety Needs: Once physiological needs are met, one's attention turns to safety and security in order to be free from the threat of physical and emotional harm. Such needs might be fulfilled by *living in a safe area, medical insurance, job security and financial reserves*. According to Maslow's hierarchy, if a person feels that he or she is in harm's way, higher needs will not receive much attention.

Social Needs: Once a person has met the lower level physiological and safety needs, higher level needs become important, the first of which are social needs. Social needs are those related to interaction with other people and may include *need for friends, need for belonging, need to give and receive love*.

Esteem Needs: Once a person feels a sense of "belonging", the need to feel important arises. Esteem needs may be classified as internal or external. Internal esteem needs are those related to self-esteem such as self respect and achievement. External esteem needs are those such as social status and recognition. Some esteem needs are *self-respect, achievement, attention, recognition, reputation*. Maslow later refined his model to include a level between esteem needs and self-actualization: the need for knowledge and aesthetics.

Self-Actualization: Self-actualization is the summit of Maslow's hierarchy of needs. It is the quest of reaching one's full potential as a person. Unlike lower level needs, this need is never fully satisfied; as one grows psychologically there are always new opportunities to continue to grow. Self-actualized people tend to have needs such as *truth, justice, wisdom, and meaning*. Self-actualized persons have frequent occurrences of peak experiences, which are energized moments of profound happiness and harmony. According to Maslow, only a small percentage of the population reaches the level of self-actualization.

IMPLICATIONS FOR MANAGEMENT

If Maslow's theory holds, there are some important implications for management. There are opportunities to motivate employees through management style, job design, company events, and compensation packages, some examples of which follow:

Physiological needs: Provide lunch breaks, rest breaks, and wages that are sufficient to purchase the essentials of life.

Safety Needs: Provide a safe working environment, retirement benefits, and job security.

Social Needs: Create a sense of community via team-based projects and social events.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

Esteem Needs: Recognize achievements to make employees feel appreciated and valued. Offer job titles that convey the importance of the position.

Self-Actualization: Provide employees a challenge and the opportunity to reach their full career potential.

However, not all people are driven by the same needs -at any time different people may be motivated by entirely different factors. It is important to understand the needs being pursued by each employee. To motivate an employee, the manager must be able to recognize the needs level at which the employee is operating, and use those needs as levers of motivation.

LIMITATIONS OF MASLOW'S HIERARCHY

While Maslow's hierarchy makes sense from an intuitive standpoint, there is little evidence to support its hierarchical aspect. In fact, there is evidence that contradicts the order of needs specified by the model. For example, some cultures appear to place social needs before any others. Maslow's hierarchy also has difficulty explaining cases such as the "starving artist" in which a person neglects lower needs in pursuit of higher ones. Finally, there is little evidence to suggest that people are motivated to satisfy only one need level at a time, except in situations where there is a conflict between needs. Even though Maslow's hierarchy lacks scientific support, it is quite well-known and is the first theory of motivation to which many people they are exposed.

THE DYNAMIC NATURE OF MOTIVATION

- Needs are never fully satisfied
- New needs emerge as old needs are satisfied
- A given need may lead totally different goals
- Consumers are more aware of their goals than their needs
- Consumer values, personality and self-concept influence consumer goals
- Consumers have multiple needs
 - Pre-potent need
- Motives are difficult to infer from behaviour
- Past experiences (success/failure) influence goals
 - Defence Mechanisms
- Motives may conflict with each other
 - Three types of motivational conflict
 - ✓ Approach-approach: when a consumer is drawn towards two positive goals
 - ✓ Approach-avoidance: when the goal object has both positive and negative qualities
 - You are both drawn toward and away from the object
 - ✓ Avoidance-avoidance: when the consequences of buying an object is unpleasant, but the purchase does not lead to any pleasure
- Motives can be aroused in many ways
 - Physiological arousal
 - ✓ Hunger, thirst
 - Emotional arousal

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

- ✓ daydreaming
- Cognitive arousal
 - ✓ Random thoughts
- Environmental arousal
 - ✓ Cues in the environment (e.g. smell of food)

BUYING MOTIVES AND THEIR USES IN PERSONAL SELLING:

- ⊙ A salesperson must know what motivates customers to buy
 - Rational Motives – conscious, logical reason for a purchase
 - Emotional Motives – a feeling experienced by a customer through association with a product

Techniques to determine Customers buying motives

- Observing the customer
 - (Reactions, mannerisms, facial expressions)
- Listening to the customer
 - remove distractions focus and listen and do not interrupt. Pick up clues to needs
- Asking questions
 - Listen to their responses to determine their wants
- Showing interest in the customer

How to Ask Questions Are these good Questions?

- *What are you wanting and what price range are you wanting?*
- *I see you are looking at those vacuum cleaners , do you like the look and price of it?*

PARTICIPANTS IN BUYING MOTIVES

There are the following different roles that persons can play in a buying decision:

1. Initiator:

The initiator is a person who first suggests or thinks of the idea of buying the particular product. For example, publisher of a book initiates the professor to ask the students of his class to purchase the book. Here publisher is the initiator, the first person to initiate the buying process.

2. Influencer:

Influencer is a person who explicitly or implicitly has some influence on the final buying decision of others. Students are influenced by the advice of the professor while taking a decision to purchase a book. Here professor is the influencer.

3. Decider:

The decider is a person who ultimately determines any part or whole of the buying decision, i.e., whether to buy, what to buy, how to buy, when to buy or where to buy. Children are the deciders for buying the toys, house lady for kitchen provisions, and head of the family for durable or luxury items.

4. Buyer:

The buyer is the person who actually purchase. Buyer may be the decider or he may be some other person. Children (deciders) are the deciders for purchasing the toys, but purchases are made by the parents.

5. User:

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

User is the person who actually uses or consumes the services or products.

Buyer's Motive and Decision Making Process

The most basic and important requirement for the marketer is to understand how consumers make choices. According to Atzen and Fishbein, "human beings are usually quite rational and make systematic use of information available to them. People consider the implications of their actions before they decide to engage or not to engage in a given behaviour".

Every buying decision involves an element of active reasoning. Broadly, in making a purchase decision the consumer goes through the following stages

- (i) **Need arousal:** The buying process starts with need arousal. A need can be activated through internal or external stimuli. A need can also be aroused by an external stimulus such as sight of a new thing in a shop while purchasing other things.

There is two-fold significance of need arousal stage to a marketing man.

1. First the marketer must identify the drive that might actually or potentially connect to the product class or brand and make the buyer feel that the product can satisfy the drive, he feels, and
2. It also helps recognize that the need levels for the product fluctuate over time and are triggered by different cues. The marketer can arrange cues to conform better to the natural rhythms and timing of need arousal.

- (ii) **Information search:** After need arousal, the consumer tries to solve it and gathers the sources and information about the product. Depending upon the intensity of need, it produces two states of individual. The first state is called heightened attention when the consumer becomes more receptive to the information regarding the item he needs. If a consumer needs to purchase a television, he will pay mere attention to TV ads and the remarks made by friends and associates about TVs.

If need is more intense, the individual enters a state of active information search and he tries to collect more information about the product, its key attributes, qualities of various brands and about the outlets where they are available. There are four consumer information sources.

- (i) Personal sources (family, friends, neighbors etc.)
- (ii) Commercial sources (advertisements, salesmen, dealers).
- (iii) Public sources (mass media, consumer-rating organizations).
- (iv) Experiential sources (handling, examining, using the product).

Identifying the information sources and their respective roles and importance calls for interviewing consumers about the sources of information and can use the findings to plan its advertisements.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

(iii) **Evaluation behavior:** Having collected the information, the consumer clarify and evaluate the alternatives. There is, unfortunately no simple and single evaluation process used by all consumers or even by one consumer in all buying situations. The most current process of evaluation is to judge the product largely on a conscious and rational basis. Various considerations form the part of judgment such as product attributes, importance, weights, brand image, utility function for each attribute, and attitude etc. After evaluation of various alternatives, he takes the decision to buy.

(iv) **Purchase decision:** Evaluation behavior leads the consumer to form a ranked set of preferences. Normally a consumer buys the article, he or she likes most but there are three more important consideration for taking the buying decision: (a) attitude of other such as of wife, relatives, and friends, (b) anticipated situational factors as expected family income, expected total cost of the product and the expected benefits of the product; (c) unanticipated situational factors as looks or manner of the salesman or the way business is carried on.

The marketer must consider these factors and should try to provoke the feeling of risk in the consumer And attempt to provide information and support that will help him.

(v) **Post purchase feelings:** After buying and trying the product, the consumer will feel some level of satisfaction or dissatisfaction and level of satisfaction depends very much on the expectation and the product's perceived performance. If the product matches up to his expectations, the consumer is satisfied; if it exceeds, he is highly satisfied; and if it falls short of expectations, he is dissatisfied.

HOW TO BUYING MOTIVES HELPS IN SALES PRESENTATIONS

There are many different reasons behind why a prospect or customer makes a B2B purchasing decision. But all of those reasons typically fall under 4 basic Buying Motive categories.

Why is it important for your salespeople to understand these categories?

If your reps can quickly recognize the buying motives of their prospects and customers, they can tailor their sales presentations in a way that will move the buyer into action.

Let's start by going over the 4 basic Buying Motives that stimulate a customer to act:

1. Economic Motive

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

This motive is tied to money: making money, saving money, increasing profit, increasing sales, etc. While it's a common influencer in the decision-making process, it's rarely the *only* thing a buyer is motivated by.

2. Reducing Risk Motive

Many buyers are motivated by risk aversion, or "playing it safe." Customers and prospects often fear change because of the unknown impact it may have. They might feel safer maintaining the status quo, choosing a conservative option, or opting for warranties and guarantees when making their purchasing decision.

3. Time Motive

This motive can take several forms, but centers on time. Can you deliver your product or service quickly? Will it save the prospect or customer time and hassle?

4. Pride or Prestige Motive

People want to make purchasing decisions that make them look good. A prospect or customer may be looking to make their mark on a company with an impactful change. They may also just want to receive recognition for a job well done. Either way, improving/maintaining professional reputation certainly can come into play with a purchasing decision.

How Salespeople Can Uncover a Customer's Buying Motives

To identify a prospect or customer's underlying buying motives, your salespeople must do something they might find challenging: listen.

Not listening to respond, but actively listening to understand.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

Have your sales reps use an effective questioning approach (the PROBE step if they're already trained in the IMPACT Selling process) to determine what is motivating a buyer's purchasing decision.

The key to good questioning is using open-ended questions that allow the buyer to say what they want or need in their own words.

Another tip is to use a three-deep questioning approach, which is a technique that's taught in The Brooks Group's training programs. Asking an initial question, and then digging deeper with follow-up questions reveals the underlying buying motives, wants, needs, and challenges of the prospect or customer.

Using Buying Motives to Deliver an Impactful Sales Presentation

There's a huge advantage to spending time upfront to uncover information about a buyer.

Knowing what will move a buyer into action allows your salespeople to focus their presentation on the features and benefits that are most relevant to the buyer (and most likely to close the sale.)

Buyers are people. Like the rest of us, they have busy schedules and short attention spans. **They will only pay attention to and remember the points of the presentation that are immediately relevant and important to them.**

Instead of going on and on about all the features and benefits your product or service offers, your salespeople should narrow it down to the 2 or 3 that are most relevant to the buyer—the ones that align with their dominant buying motive.

Let's look at an example:

Through questioning, your salesperson has learned that their prospect is dissatisfied with the quality they're receiving from their current supplier.

To dive deeper, your sales reps asks:

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

“So, you’re having quality issues with your current supplier. How does that translate to your business?”

The prospect responds:

“It’s delaying our delivery to stores because we need to return the damaged signs to our vendor.”

Sales reps digs deeper:

“What impact does that have on your company?”

The prospect responds:

“We spend a lot of time and energy negotiating the returns and tracking down deliveries.”

Sales reps digs deeper:

“What would it mean to you to have guaranteed quality signage delivered on time?”

The prospect responds:

“We really want to partner with a high-quality company that has design capabilities and can deliver on time, every time.”

From this interaction, we can see that **Time** is a key buying motive for this prospect. They’ve also been burned by a supplier in the past, so they’re likely motivated by **Reducing Risk** with a new supplier.

Using this information, the sales rep should choose to highlight the benefits of their product/service that address **Time** and **Reducing Risk**.

Here’s what the sales rep should focus on:

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: II	BATCH-2016-2019

- The online scheduling system that gives customers full visibility into a project's completion status
- The guarantee that ensures the product arrives on time, every time, or else it's free

KARPA

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: III	BATCH-2016-2019

UNIT- 3:

Selling Process: Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities.

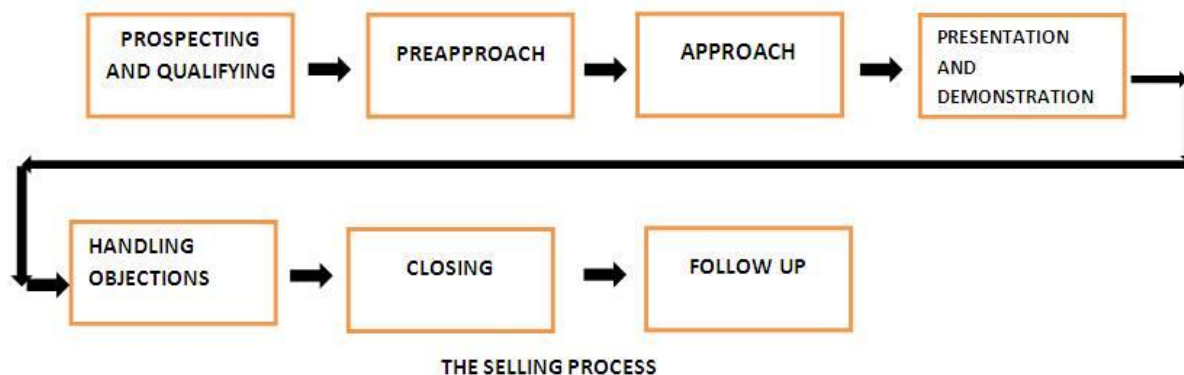
Definition: Selling Process

The selling process is the series of steps followed by a salesperson while selling a product. Selling Process is a complete cycle which starts from identifying the customers to closing the deal with them. It is more relevant in B2B business sales where the sales cycle is not short and might take a longer duration to close. In B2C the selling process may be transient and shorter.

Selling Process Steps

The process of selling a product covers various steps like prospecting, pre-approach, approach, presentation, handling objections, closing & followup. The 7 steps of selling process are explained below in detail:

- 1. Prospecting:** The first step in selling process in which potential customers are identified by the salesperson is called prospecting.
- 2. Pre-approach:** The stage where the salesperson collects information about the potential customers and understands them before making the sales call is called pre-approach.
- 3. Approach:** Approach is the step where the salesperson actually meets the customer for the first time.
- 4. Presentation:** The step wherein the salesperson talks about how the product will satisfy the customer's needs and add value to his/her life is called presentation.
- 5. Handling Objections:** In this step, the salesperson clarifies all the doubts and questions that the customer has and eliminates all his objections to buying the product.
- 6. Closing:** The step in which the customer is asked to place an order for the product is called closing.
- 7. Follow-Up:** This is the final step in the selling process where the salesperson follows up with the customers to ensure satisfaction and builds the relationship in order to repeat business with them.



The above image is the selling process.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: III	BATCH-2016-2019

Example of Selling Process

Let us assume a newly open gym in a posh locality to understand the selling process steps. The gym owners will first search for prospects who can afford the gym fees and are in need of accessing a gym with facilities. The preapproach & approach stages would be when the owners of the gym would market the brand through leaflets, brochures etc. This would entice the people to give a call and arrange for a visit to the gym. Here the gym amenities, facilities, instructors etc would be shown, which would be a part of the presentation and demonstration. The queries regarding fees, trainers, equipments etc would be handling the objections of the prospect. Once a person is satisfied, they would be willing to join the gym by paying the fees & hence that would be closing the deal in the selling process. Followup would ensure that the customer keeps on attending the gym in the future as well.

Hence, this concludes the definition of Selling Process along with its overview.

Prospecting and Qualifying: The Power to Identify Your Customers

Video Ride-Along with Lisa Peskin, Sales Trainer at Business Development University

You met Lisa Peskin in [Chapter 1 "The Power to Get What You Want in Life"](#). She has over twenty years of experience in sales and sales training at companies such as Automatic Data Processing, Inc. (ADP), Commercial Direct, and Interbay Funding. Lisa is now a sales trainer and works with companies to help increase their sales. She understands the importance of always identifying potential new customers. Without new customers, businesses would ultimately die. Great salespeople are constantly looking for new prospective customers everywhere. By the way, listen closely to Lisa's advice, as the same methods that help generate new customers are the same ones that can help you find your prospective employer.

Ride along with Lisa and hear her tips for identifying new customers.

7.1 It's a Process: Seven Steps to Successful Selling

You may have been surprised if someone told you that movie scripts, regardless of the genre, all follow the same basic formula—the same sequence of events—almost down to the minute: after three minutes, the central question of the movie is introduced; after twenty-seven more minutes, the main character will set off on a new path; fifteen minutes more, and something symbolic will happen; and so on. Viki King, *How to Write a Movie in 21 Days* (New York: Quill Harper Resource, 2001), 34–37. It's hard to believe that The

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: III	BATCH-2016-2019

Fast and the Furious would follow the same formula as The Notebook, but once you know what to look for, you'll see that the structure holds up. Clearly, Hollywood has come to learn that this particular structure is the secret to keeping the audience's attention, earning positive reviews, and selling movies.

In the same way, almost all selling—regardless of the product that's being sold—follows a particular sequence of steps. It's a simple but logical framework that has been the accepted model for almost a hundred years. William C. Moncreif and Greg W. Marshall, "The Evolution of the Seven Steps of Selling," *Industrial Market Management* 34, no. 1 (2005): 13–22. Salespeople have adapted the specifics of the process as culture and technology have changed, but the fact that they've followed the same basic model has for so long testifies to its effectiveness. The selling process is generally divided into seven steps that, once you understand them, will empower you to sell virtually anything you want and satisfy your customers:

1. Prospect and qualify
2. Preapproach
3. Approach
4. Presentation
5. Overcome objections
6. Close the sale
7. Follow-up

Each step of the seven-step process is covered thoroughly in this and the next six chapters so that you can learn the details of each step and how to apply them in various selling situations.

Figure 7.1 Seven-Step Selling Process Adapted from Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart, *Marketing: Real People, Real Choices*, 5th ed. (Upper Saddle River, NJ: Pearson Prentice Hall, 2008), 450.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: III	BATCH-2016-2019



When the Seven-Step Selling Process Is Used

,the sales process is adaptive, which means that each situation may be different and salespeople have to adapt and understand what is important to each customer and where each is in the buying process. But in order for a salesperson to use adaptive selling, he or she must thoroughly understand the steps in the selling process and how each works to can use them effectively.

The Evolving Role of Technology in the Selling Process

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: III	BATCH-2016-2019

While the basics of the selling process have remained the same over the years, the methods of communication and the way people interact are quickly evolving with the use of the interactive capabilities on the Internet by customers and salespeople alike. Each step now includes much more collaboration between customers and salespeople (and even between customers) with the use of social networking, consumer reviews, wikis, and other community-based tools. This technology allows salespeople to learn more about their customers at each step, and therefore provide more relevant and powerful solutions to customers at each stage of the buying process.

Business-to-Consumer (B2C) Sales

Let's say you want to buy a gym membership. Maybe you received a promotional offer in the mail, your friends on Facebook have had good things to say about a particular gym, or you picked this club because it's close to home. Whatever the reason, you wander in and ask to speak to the membership director who seems to know a lot about the club and what you might be looking for. After some small talk about the fact that you both live in the same apartment complex, he tells you about the gym's amenities and gives you a tour of the facility. Then, you sit down to discuss pricing options and payment plans. If you have any questions or concerns (i.e., "I noticed there are only three tennis courts. Is there usually a long wait to use one?" or "Why aren't there any kickboxing classes on your class schedule?"), the membership director will attempt to address those. Maybe he will tell you there is occasionally a wait to use the tennis courts at peak times, but you can reserve a spot up to a week in advance, in which case you can get right in. Or maybe he'll say that while they don't have kickboxing classes, they offer Zumba, which is a fun aerobic alternative.

If you're satisfied with his responses, and the price and product meet your needs, you will probably decide to sign a contract. Once you've signed, someone from the club will probably follow up with a call in a few weeks to see if you're satisfied with your experience at their gym, or you may get an e-mail from them with a membership satisfaction survey or a text message about an upcoming event.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: III	BATCH-2016-2019

The example above is an actual selling situation. Although you may not have realized it while you were reading it, the situation follows the seven-step selling process.

Whether you're buying a gym membership or a car, cell phone service or a new computer, the situation may be different, but the steps in the selling process will follow the same pattern.

Business-to-Business (B2B) Sales

The process isn't only limited to business-to-consumer sales; it's also the process that IBM will use to sell servers to a corporation, that Accenture will use to sell consulting services to a technology company, or that the Coffee Brewers Company will use to sell espresso machines to coffee shops. Imagine you run a chic new restaurant. You get a call from a salesperson who compliments you on the roasted chicken she had at your restaurant last weekend. After some conversation, she asks if you're satisfied with your commercial ovens. You have been having some problems with them and have been doing some casual research online. You know that her company is rated as one of the best oven manufacturers, so you tell her: the ovens are over ten years old, they take a long time to heat up, and they sometimes cook things unevenly.

"Many older ovens have this problem," she says. "Would you be interested in learning about the state-of-the-art commercial ovens our company sells?"

Since you need a solution for your current ovens, you agree to set up an appointment with the salesperson. When she arrives, you are impressed that she knows so much about your business. She visited your restaurant, reviewed your menu, spoke with some of the wait staff, read reviews on the city magazine Web site, and even had some conversations with some of your patrons on Chef's Blog. She explains that the ovens she sells heat up quickly and use energy more efficiently. She gives you an estimate of your annual savings on energy costs if you switched over to her product line.

You're interested, but you're concerned that the ovens might not cook food evenly. Ovens are a big expense—what happens if you aren't satisfied with the product? The salesperson says you can lease an oven for a trial period at no obligation, and she shows you reviews from other customers on her company's

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: III	BATCH-2016-2019

Web site and on some restaurant industry blogs. You feel like this might help you solve your problem, so you agree to lease the machine for four months.

After two months, the salesperson calls to ask if you've been satisfied with the product so far, and she offers you a discount if you sign a contract to purchase two ovens in the next ten days. Since you have been happy with the leased oven and checked out the company's service record online from other current customers, you make the purchase.

As in the gym membership example above, this B2B selling situation follows the seven-step framework. Now, take a minute to review this selling situation in the box below to see exactly how the steps are implemented.

The Seven Steps of Selling

Compare the B2B and B2C examples you just read about. Do you notice a pattern? Although the products and customers were quite different, both salespeople adapted to the situation and the customer's needs, but followed the same seven steps to successfully complete their sales. In fact, you've probably used a version of these seven steps yourself before without even realizing it. Take a look at some real-world selling examples below and how of each of the steps is used.

Step 1: Prospecting and Qualifying

Before planning a sale, a salesperson conducts research to identify the people or companies that might be interested in her product. In the B2B example, before the salesperson called the company, she had to find the company's information somewhere—probably in a local business directory. This step is called prospecting, and it's the foundational step for the rest of the sales process. A lead is a potential buyer. A prospect is a lead that is qualified or determined to be ready, willing, and able to buy. The prospecting and qualifying step relates to the needs awareness step in the buying process described in [Chapter 6 "Why and How People Buy: The Power of Understanding the Customer"](#). In other words, in a perfect world, you are identifying customers who are in the process of or have already identified a need.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: III	BATCH-2016-2019

Undoubtedly, when the salesperson called the target customer to discuss his ovens (in the example, you were the customer), she asked some questions to qualify him as a prospect, or determine whether he has the desire and ability to buy the product or service. This is the other component to step one. What happens if the customer is not interested in the salesperson's product, or he's interested but his business is struggling financially and doesn't have the resources for a big purchase? Perhaps he is only an employee, not the manager, and he doesn't have the authority to make the purchasing decision. In this case, he is no longer a prospect, and the salesperson will move on to another lead. Salespeople qualify their prospects so they can focus their sales efforts on the people who are most likely to buy. After all, spending an hour discussing the capabilities of your company's ovens with a lead that is about to go out of business would be a waste of time. It's much more fruitful to invest your time with a qualified prospect, one who has the desire or ability to buy the product or service.

Step 2: Preapproach

The preapproach is the "doing your homework" part of the process. A good salesperson researches his prospect, familiarizing himself with the customer's needs and learning all the relevant background info he can about the individual or business. Geoffrey James, "6 Things to Know about Every Prospect," BNET, January 12, 2009, <http://blogs.bnet.com/salesmachine/?p=705> (accessed June 9, 2009). Remember that in the B2B example, the salesperson knew important information about the restaurant beforehand. She came prepared with a specific idea as to how her service could help the prospect and gave a tailored presentation.

Step 3: Approach

First impressions (e.g., the first few minutes of a sales call) are crucial to building the client's trust. Michael T. Bosworth, *Solution Selling: Creating Buyers in Difficult Selling Markets* (New York: McGraw-Hill, 1995), 106. If you've ever asked someone on a first date (yes, this is a selling situation), chances are you didn't call the person and start the conversation off with the question, "Hey, do you want to go out on Saturday night?" Such an abrupt method would turn most people away, and you probably would not score the date you were hoping for. Similarly, as a professional salesperson, you would almost never make a

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: III	BATCH-2016-2019

pitch right away; instead, you'd work to establish a rapport with the customer first. This usually involves introductions, making some small talk, asking a few warm-up questions, and generally explaining who you are and whom you represent. Paul Cherry, *Questions That Sell: The Powerful Process of Discovering What Your Customer Really Wants* (New York: AMACOM, 2006), 21. Neil Rackham, *The SPIN Selling Fieldbook* (New York: McGraw-Hill, 1996), 40. This is called the approach.

Step 4: Presentation

There's a good deal of preparation involved before a salesperson ever makes her pitch or presentation, but the presentation is where the research pays off and her idea for the prospect comes alive. By the time she presents her product, she will understand her customer's needs well enough to be sure she's offering a solution the customer could use. If you're a real estate agent selling a house and your customers are an older, retired couple, you won't take them to see a house with many bedrooms, several flights of stairs to climb, and a huge yard to keep up—nor will you show them around a trendy loft in a busy part of town. The presentation should be tailored to the customer, explaining how the product meets that person or company's needs. It might involve a tour (as in this real estate example), a product demonstration, videos, PowerPoint presentations, or letting the customer actually look at or interact with the product. At this point, the customer is using the information that is being shared as part of his evaluation of possible solutions.

Step 5: Handling Objections

After you've made your sales presentation, it's natural for your customer to have some hesitations or concerns called objections. Good salespeople look at objections as *opportunities* to further understand and respond to customers' needs. William C. Moncreif and Greg W. Marshall, "The Evolution of the Seven Steps," *Industrial Marketing Management* 34, no. 1 (2005): 14, 15. For instance, maybe you're trying to convince a friend to come camping with you.

"I'd like to go" your friend says, "but I've got a big project I need to finish at work, and I was planning to spend some time at the office this weekend."

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: III	BATCH-2016-2019

“That’s no problem,” you tell him. “I’m free next weekend, too. Why don’t we plan to go then, once your project’s out of the way?”

Step 6: Closing the Sale

Eventually, if your customer is convinced your product will meet her needs, you close by agreeing on the terms of the sale and finishing up the transaction. Thomas A. Freese, *Secrets of Question Based Selling* (Naperville, IL: Sourcebooks, Inc., 2003), 166. This is the point where the potential gym member signs her membership agreement, the restaurant owner decides to purchase the ovens, or your friend says, “Sure, let’s go camping next weekend!” Sometimes a salesperson has to make several trial closes during a sales call, addressing further objections before the customer is ready to buy. Dave Dolak, “Sales and Personal Selling,” <http://www.davedolak.com/psell.htm> (accessed June 10, 2009). It may turn out, even at this stage in the process, that the product doesn’t actually meet the customer’s needs. The important—and sometimes challenging—part of closing is that the seller has to actually *ask* if the potential customer is willing to make the purchase. William C. Moncreif and Greg W. Marshall, “The Evolution of the Seven Steps,” *Industrial Marketing Management* 34, no. 1 (2005): 14, 15. When the close is successful, this step clearly aligns with the purchase step in the buying process.

Step 7: Following Up

OK, so you’ve completed a landscaping job for your customer or sold him a car or installed the software that meets his needs. While it might seem like you’ve accomplished your goal, the customer relationship has only begun. The follow-up is an important part of assuring customer satisfaction, retaining customers, and prospecting for new customers. This might mean sending a thank-you note, calling the customer to make sure a product was received in satisfactory condition, or checking in to make sure a service is meeting the customer’s expectations. This is the follow-up e-mail you get from Netflix every time you return a movie by mail. It’s Amazon’s invitation to “rate your transaction” after you receive your Amazon order. Follow-up also includes logistical details like signing contracts, setting up delivery or installation dates, and drawing up a timeline. From the buyer’s perspective, the follow-up is the implementation step in

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: III	BATCH-2016-2019

the buying process. Good follow-up helps ensure additional sales, customer referrals, and positive reviews Dave Dolak, “Sales and Personal Selling,” and actually leads you back to the first step in the selling process because it provides the opportunity to learn about new needs for this customer or new customers through referrals.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: IV	BATCH-2016-2019

UNIT- 4:

Sales Force Management – Job analysis – Job Description – organization for Recruiting and Selection –Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel .Training, Motivation and Compensation of Sales Force : Building Sales Training Programs –Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs

Definition of Sales Force Management Sales force management is defined as “ the planning, direction and control of the personal selling activities of a business unit, including recruiting, selecting, training, equipping, assigning routing, supervising, paying and motivating as these tasks apply to the personal sales force.”

Objectives of Sales Force Management

The basic objective of sales force management is to determine how well individual sales person have performed. However, the results of sales person performance evaluations can be used for many sales management purposes:

- (1) To determine the specific training and counseling needs of individual salespeople and the overall sales force,
- (2) To provide information for effective human resource planning,
- (3) To identify criteria that can be used to recruit and select sales people in the future,
- (4) To advise salespeople of work expectations,
- (5) To motivate salespeople,
- (6) To help sales people in setting career goals, and
- (7) To improve sales person performance.
- (8) To ensure that compensation and other reward disbursements are consisted with actual sales person performance,
- (9) To identify sales people who might be promoted,
- (10) To identify sales people whose employment should be terminated and to supply evidence to support the need for termination

Decisions of Sales Force Management

Competitive survival in the market depends on an aggressive, well-trained professional sales force. Today's market place demands salespeople who are keenly sensitive to customers needs and equipped with the technical knowledge and necessary communication skills to operate efficiently and effectively to the mutual advantage of both sellers and buyers. The function of sales management, then, is to ensure that the sales force is managed so that it is responsive to market conditions and requirements in a way that generates maximum profits to the firm.

Long term success of the firm in generating sales volume hinges upon the development of sales force. Sales force is an invaluable human resource of the firm. They have practically unlimited potential for growth and development. The effective management of sales force is a major task of sales management.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: IV	BATCH-2016-2019

Management of sales force requires some decisions to be taken by the sales executives.

These decisions are concerned with the following areas:

1. Establishing sales force objectives
2. Determining sales force size
3. Recruiting and selecting sales force
4. Training sales force
5. Compensating sales force
6. Supervision and direction
7. Motivation of sales force
8. Controlling and evaluating sales force

1. Establishing Sales force Objectives

Sales objectives have to be fixed by the sales manager in respect of total sales forces and for each salesman, in terms of volume market share or profit for the firm. If the objectives are once decided, then the size of sales force has to be determined.

In order to achieve aggregate sales objectives, individual sales people need to have their own sales targets, but increasingly profit targets are being used, reflecting the need to guard against sales being bought cheaply by excessive discounting. To gain commitment to targets, individual sales persons should be consulted. Sales managers can also set input objectives such as time spent developing new accounts or time spent introducing new products. Besides these, sales objectives are also expressed for individual members of the field sales force in terms of number of calls per day, average number of orders per day, average order size, order-call ratio, new business per day, etc. The extra and non-selling objectives may be expressed in terms of number of visits per day, number of order generation per day / week, number of retailer's salesmen to be trained per day, number of installations / servicing per day, etc.

2. Determining Sales force size

The size of sales force refers to the number of salesmen required to accomplish given selling objectives. The need for determining the size of the sales force arises because every salesman on the company rolls not only generates volume and profits but also costs money and managerial effort and attention in his supervision. However, the size of the sales force may be large or small in a company depending on the constellation of size determinants obtaining at the time of decision making. Some of the determinants of the sales force size include the number of present and prospective customers, market potential, market-share desired, quality of salesmen available, and frequency of sales calls needed. The size of the sales force, therefore, would be relatively larger when, for example, the number of customers composing the market is large, have sufficient sales potential require enough demonstration, and involve repeat selling calls. However, what is crucial from the managerial standpoint is the determination of the right size of the sales force which can accomplish the given selling objectives. Often it is found that the size is either too small or too large. The former is indicated by rising sales but poor customer servicing while the latter is indicated by declining sales and less than fully occupied salesmen. Therefore, what is crucial is the determination of the optimum size of the sales force. In this exercise, the past company experience, industry practice, and managerial judgment undoubtedly play a significant role. Nevertheless, there are models available to aid and assist marketing executives in determining the right size of the company's sales force.

To establish sales force size, the following method may be adopted which consists of five steps:

- a. Customers are grouped into size classes according to annual sales volume.
- b. Desirable call frequencies (number of calls on an account per year) are established for each class.
- c. A number of accounts in each size class is multiplied by the corresponding call frequency to

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: IV	BATCH-2016-2019

arrive at the total work load for the country, in sales calls per year.

d. The average number of calls a sales representative can make per year is determined.

e. The number of sales representatives needed is determined by dividing the total annual calls required by the average annual calls made by a sales representative.

Recruitment and Selection:

After having determined the size of the sales force, the company has to recruit and select the right kind of persons to serve as salesmen. Basically, the recruitment and selection are the jobs of the personnel department of the company, but the marketing department may be called upon to either organize to wholly or actively assist the personnel department in this task. All this, however, depends on the size and structure of the company organization, level of functional specialization, and the managerial philosophy. Nonetheless, in every situation, the concern, interest and participation of the marketing people is active in respect of recruitment and selection of salesmen.

Meaning

Recruitment is an act of inducing qualified and appropriate people to get interested in and apply for a salesman's position with the company. It involves the identification, location, and stimulation of job aspirants. Since it is an ongoing process, usually companies maintain and continuously update the prospect files and develop contact with educational and training institutions and employment exchanges so as to get appropriate leads for locating candidates. In brief, recruitment means making people to aspire for a job with the company.

Selection is a consequence of recruitment activities and implies choosing the desired number of applicants for employment with the company from amongst those who have applied. It involves the process of matching educational, aptitudinal and personality attributes of the applicants with the man-specifications laid down by the company.

Importance

Both recruitment and selection are very important aspects of sales force management because on the effectiveness of these hinges the objective attainment and the success of the selling programme. Inducing a reasonably large number of persons with appropriate attributes enlarges the sample out of which choice of effective salesmen is easy. When applicants undergo the process of selection a company gets those persons whose match with the man-specifications is the closest. Thus, company gets the most appropriate salesmen from amongst the applicants. Whenever recruitment and selection are not proper both the company and salesmen suffer. The company suffers in terms of unrewarding sales calls, poor volume generation, low profit margins, higher salesmen turnover and the like. The total and cumulative impact of a poorly selected salesman is always reflected in declining sales and profit curves. Likewise, salesmen also suffer in terms of loss of job interest, dissatisfaction, poor compensation and low morale. "There are several hidden costs of poor selection costs that cannot be expressed in terms of money, customer relations deteriorate, for excessive turnover (of salesmen) prevents establishment of close customer-sales person relationships and eventually customers grow weary of seeing too many new faces". Recruitment and selection should, therefore, receive adequate management attention.

Training sales force

Sales training is the effort an employer puts forth to provide salespeople job-related culture, skills, knowledge, and attitudes that should result in improved performance in the selling environments. Training can be defined as the development, of skills and faculties, to do a particular job in the given way through systematic teaching and guidance. It involves showing, doing and checking the way it is being done.

According to Edwin B. Flippo, "Training is the act of increasing knowledge and skill of an employee for doing a particular job".

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: IV	BATCH-2016-2019

According to National Society of Sales Training Executives (USA), “Sales training is the intentional and sound application of ordinary human sense to the problem of helping the sales personnel to make the most of its talents”.

Training substitutes or supplements experience of sales personnel. It helps to achieve improved job performance. It helps the new sales personnel to perform their jobs satisfactorily and it increases the performance of existing sales personnel. Sales training methods accelerate the process of learning. Training is the act of increasing the knowledge and skills of an employee for doing a particular job. Training involves the development of skills which are usually necessary to perform a specific job. The purpose of training is to bring a positive change in the knowledge, skill, attitude of sales force, and to improve the performance of work. Training gives knowledge about sales techniques, nature of work, market conditions, competitors, market strategies, general information about the company, technical features of the product, etc.

Many companies bring the new sales force into the field almost immediately, supplied with samples, order books and a description of the territory. Much of their selling is ineffective. Today's customers expect salespeople to have deep product knowledge, to add ideas to improve the customers' operations, and to be efficient and reliable. These demands have required companies to make a much higher investment in sales training. Today new sales force may spend a few weeks to several months in the training. The median training period is 28 weeks in industrial product companies, 12 in service companies and 4 in consumer product companies. Training time varies with the complexity of the selling task and the type of person recruited into the sales organization.

Sales Force Motivation

Motivation is intrinsic, but it is the task of the sales manager to motivate his sales team. This involves creating a climate in which everyone gives his or her best performance.¹³ Motivation is the act of stimulating someone or oneself to get a desired course of action, to push the right button to get a desired action - a compliment, a pay rise, a smile, a promise of promotion, praise, public recognition of merits and so on. Motivation ignites the will to work. It moves the people to take a desired action.

Some sales representatives will put forth their best efforts without any special coaching from management. To them selling is the most fascinating job in the world, they are ambitious and self starters. However, the majority require encouragement and special incentives. This is especially true of field selling; representatives usually work alone, their hours are irregular and they are often away from home. They confront aggressive, competing sales representatives; they have an inferior status related to the buyer; they often do not have the authority to do what is necessary to win an account; and sometimes they lose large orders they have worked hard to obtain.

The problem of motivating sales representatives have been studied by Churchill, Ford, and Walker¹⁵. Their basic model says that higher the sales person's motivation, the greater the effort. Greater the effort will lead to greater performance; greater performance will lead to greater rewards; greater rewards will lead to greater satisfaction and greater satisfaction will reinforce the motivation.

Sales people, especially outside sales forces, require a high degree of motivation. Management faces the challenge in motivating these people. People differ in what motivates them and the motivations change over a person's life. A young sales person is more likely to be motivated by money, whereas an older sales person may be more interested in recognition. Sales executives can draw from a wide assortment of specific motivation tools. Financial incentives - compensation plans, expense accounts, fringe benefits - serve as basic motivators, but they do not always push people to exceptional performance. Non-financial rewards - job enrichment, praise from the management, recognition and honour awards - may stimulate some people. Sales meetings and sales contests are often used as alternatives. Many firms

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: IV	BATCH-2016-2019

provide cruises, resort trips and other travel incentives as reward to top performing sales people.

Compensating sales force

Compensating salesmen for their services is also an important managerial task. Through a compensation plan management of a company co-relates efforts, results and rewards to salesmen, controls them and builds, develops and stabilizes the sales force so as to ensure satisfied consumers. However, a compensation plan to be effective should be simple, fair, flexible economical and should ensure a living wage and attainment of the sales objectives. In order to develop an appropriate compensation plan, management has to formulate the job description, evaluate the job, determine the industry structure and compensation level and components, identify special company needs, decide methods of compensation and then test and install the plan. The level of compensation in a company depends on the quality of their salesmen, level of advertising, intensity of training, bargaining strength, and company's financial strength. In a company compensation may be composed of fixed salary, variable commission or bonus, reimbursement of expenses, and other fringe benefits. It may be paid in the form of a straight salary straight commission or a combination of salary and commission. Besides, salesmen may also be rewarded by provision of different incentives such as bonus and profit sharing.

The compensation plan

The compensation plan refers to the monetary as well as non-monetary expenses incurred by the sales organization, for paying the services rendered by the sales force. The compensation, thus, refers to the total payments, i.e., the contractual, for example, salary and wages and non-contractual, for example, welfare expenses incurred by the organization. The sales manager has to plan the levels of these payments for each position manned in his department in consultation with the personnel department of the organization. The compensation and reward system is the single most important motivating factor for sales personnel in any industry or organization, all over the world. It is the key to direct the behavior of sales personnel in alignment with organizational objectives. Therefore, a Sales Manager needs to be very prudent while establishing compensation plans. A compensation plan must explain clearly what activities a salesperson is expected to carry-out, how performance will be measured, and how they can increase their compensation. Many organizations spend a lot of time re-formulating strategies to take advantage of emerging opportunities in the changing business environment. However, they seldom re-orient their compensation plans to suit the changing needs of sales personnel. These plans also do not reflect the changes that have taken place as organizations, evolve in tune with changes in the business environment.

A well formulated compensation plan not only helps the sales force to direct selling activities and achieve sales objectives, but also influences effective implementation of the organizations marketing plan.

Amount of reward for the services rendered by a salesman has a great bearing on his efficiency. Payment of fair remuneration leads to high morale and increased productivity. The underline percept of the compensating system is attracting, motivating, and keeping salesmen as essential elements in creating and maintaining an effective increasingly capable sales force.

The compensation plan is based on the objectives set by the marketing programme and the personal selling objectives. It should provide stability of earnings as well as incentives for salesmen to increase sales volume, profit and the like. It should be simple, easy to understand and inexpensive to administer. It should be fair to both the company and its sales force and competitive with compensation plans in the industry area. Apart from reimbursement of expenses and fringe benefits, there are five ways of paying compensation: (i) Salary plus commission plan (ii) Commission plus approved expenses plan (iii) Salary plus group commission plan (iv) Bonus and (v) Prize contests and performance incentives. Many companies use combination of the salary and commission and bonus plan.

A Salesman, also called a Sales Representative or Salesperson, sells products or services to businesses or

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: IV	BATCH-2016-2019

consumers. They explain how a product works or what services are available, provide sales materials such as brochures or pamphlets, create sales leads and follow up with new customers. Salesmen can work in a wide variety of industries, such as automobile, pharmaceutical, retail, insurance or financial services, to name a few.

According to the U.S. Bureau of Labor Statistics, employment for those in sales is expected to increase by 5 percent over the 2014-2024 decade. This figure will vary depending on the area in which the Salesman works; for instance, the growth rate for those selling insurance will see a 9 percent increase, manufacturing and wholesale sales representatives will experience a 7 percent increase and advertising Salesmen are likely to see a 3 percent decline in employment opportunities.

Salesman Duties and Responsibilities

A Salesman must complete several tasks to close sales, meet sales quotas and create revenue for their employers. In reviewing several job listings for this profession, we found the following are among the core duties and responsibilities of a Salesman.

Generate Sales

As one would expect, the main responsibility of a Salesman is to complete sales to consumers or clients. A Salesman must adequately explain his or her company's products or services through presentations, brochures, videos and other materials. Salesman must apply persuasive methods as needed.

Build Sales Leads

Through referrals, business directories and even cold calling, Salesmen must create sales leads in order to pursue new clients. Salesmen also follow up on sales leads that might be generated by other employees or departments within the company.

Maintain Sales Accounts

Customer satisfaction and retention are important aspects of a Salesman's responsibilities. Salesmen must regularly call or visit existing clients to ensure that they are still happy with using the product or services and to explain new products and services as they are made available.

Salesman Skills

One would not be effective as a Salesman without possessing strong interpersonal, verbal communication

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: IV	BATCH-2016-2019

and organizational skills. Salesmen should be detail- and goal-oriented individuals who can deliver excellent customer service and have the ability to work independently. A strong sense of marketing is a plus for this profession. In addition to these general skills, a Salesman could be expected by potential employers to possess the following skills.

Core skills: Based on job listings we looked at, employers want Salesmen with these core skills. If you want to work as a Salesman, focus on the following.

- Demonstrating specific product functions and uses
- Building strong customer relations with existing clients
- Monitoring sales and market trends within specific industries
- Coordinating delivery of product or services
- Understanding pricing strategies

Advanced skills: While most employers did not require the following skills, multiple job listings included them as preferred. Add these to your Salesman toolbox and broaden your career options.

- Bilingual
- Proficiency in Microsoft Office products, such as Word, Excel and PowerPoint

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

UNIT- 5:

Sales Reports: reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling

What Is a Sales Analysis Report?

A sales analysis report shows the trends that occur in a company's sales volume over time. In its most basic form, a sales analysis report shows whether sales are increasing or declining. At any time during the fiscal year, sales managers may analyze the trends in the report to determine the best course of action. Managers often use sales analysis reports to identify market opportunities and areas where they could increase volume. For instance, a customer may show a history of increased sales during certain periods. This data can be used to ask for additional business during these peak periods.

Actual Sales

A sales analysis report shows a company's actual sales for a specified period -- a quarter, a year, or any time frame that managers feel is significant. In larger corporations, sales analysis reports may only contain data for a subsidiary, division or region. A small-business manager may be more interested in breaking sales down by location or product. Some small, specialized businesses with a single location are compact enough to use general sales data. A sales analysis report may compare actual sales to projected sales.

New vs. Repeat Sales

Vendors who design sales reports for other companies may offer to analyze new versus repeat business. A sales analysis can include the percentage of revenue coming from these different customer groups, and this type of breakdown might be useful for managers who want to know if they're retaining business. A new versus repeat analysis is also useful in measuring the effectiveness of new advertising, new products and the deliberate targeting of new customer segments.

Product Demand

One of the trends that a sales analysis report can reveal is whether there's a problem with product demand. A long-term decline in sales for a single product may indicate several problems. The competition could be eroding market share, or other products sold by the same company may be doing the same. A long-term decline may mean that it's time to stop selling the product or revamp the brand. In some cases, a decline can reveal that customers' needs are changing. Managers could rebrand or repackage the product for a new purpose or a new target market.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

Estimates

In some industries, such as residential real estate, a sales analysis report is used to estimate market prices. Characteristics or features of a product may determine its market value, based on what the market has paid in the past. For example, specific features of a home may cause it to increase or decrease in value. Such features include the number of bedrooms, square footage, fireplaces and swimming pools. In other lines of business, this same principle can be applied to a product's raw materials, brand name or reputation.

What is a Sales Manual? How to Write a Sales Manual?



Kim Anderson, king of the salesmen.

Your company depends on its sales team's performance and capabilities—in fact, sales personnel who reliably get the job done year-in and year-out are indispensable. That's why smart companies keep sales teams highly informed about all things essential, relevant and helpful to being “smart” and effective. They supply every resource the sales team needs to do the job exceptionally well, and keep them well trained. And they do this with intentionality and deliberateness. These are the company's that flourish.

A thorough and well-designed sales manual is a particularly important resource for your sales team's success—it's where sales associates get a big part of their training, the answers and reliable information they need to do their job, and the structure necessary to ensure reliable performance.

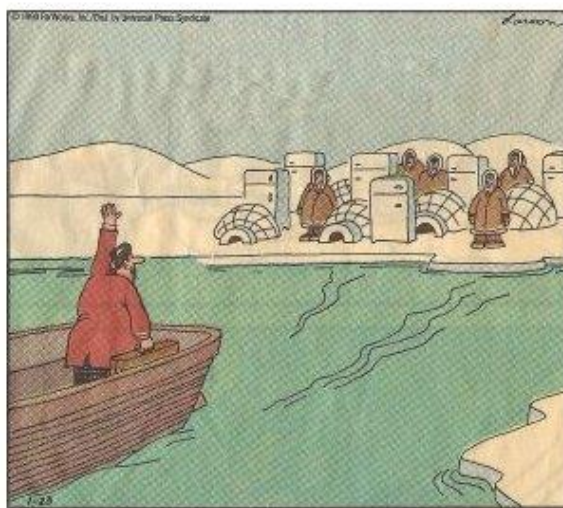
CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

What is a Sales Manual?

The sales manual is part policy, part procedures, part best practices, part how-to guide. It explains protocols and processes. It provides standards of performance. It keeps sales team members on the same page, and enables them to hold each other accountable (to the established standards, etc.). It can provide the foundation for measuring performance.

This is a living document that has to work. It's a high-value tool that has to be:

- Accurate and up to date.
- Relevant.
- Easily accessed.
- Readily available.
- Secure.
- Readily understood.
- Easy to read and well organized.
- Actively used.



Kim Andereck, king of the salesmen.

A good sales manual informs your sales team on their relevance to the organization, gives them confidence, and binds them to the ways of your organization. It shows them how they fit in, and their pivotal role—both as individuals and team members. It should give them a real understanding of the sales function and its influence on organizational success.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

It should also give them all the information, resources, technical specs, product and market information, strategies, standards, practices, rules, protocols and forms they need to do their job properly and effectively.

Finally, if you want your sales manual to be highly used and solidly understood you'll need to make it easy to access, and easy to absorb. Printing the manual is just one way of putting it in front of the team (while this is the traditional way, it has limitations). It's also convenient to securely post the document on your company's web platform. This is especially useful when content is updated regularly. Posting it online also makes it easy to access anytime, anywhere, by any authorized user. Some companies even create audio files in MP3 format for their road warriors.



A Dynamic Process

A strong sales manual is dynamic—it changes fairly regularly, as conditions on the ground and in the market change, as your products and services change, and as your sales professionals learn new things. All sales team members are worthy contributors, and should be encouraged (prepared) to submit ideas, updates, new data, new procedures, new competitors, etc. on a regular basis.

In fact, you should have a formal process and schedule (and, perhaps, an informal one too) for updating and revising the manual. Sales teams should be cognizant of specific information they are responsible for gathering to maintain and update the sales manual.

Don't let your sales manual go "stale." To be useful, relevant, and effective, it has to be current all the time. So you need to implement a process/procedure to ensure this.

Identify one person on your sales team (or within your organization, or on an independent provider) responsible for accepting and managing content/update submissions, and establish a formal inbox for submissions. This should be the person responsible for writing/editing the document. If you don't have someone on your team, or if your team doesn't have the time to edit and write proficiently, delegate this function to someone who can get it done reliably and to a high standard.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

What is Order Book

An order book is an electronic list of buy and sell orders for a specific security or financial instrument, organized by price level. An order book lists the number of shares being bid or offered at each price point, or market depth. It also identifies the market participants behind the buy and sell orders, although some choose to remain anonymous.

BREAKING DOWN Order Book

An order book is dynamic and constantly updated in real time throughout the day. Exchanges such as Nasdaq refer to it as the “continuous book.” Orders that specify execution only at market open or market are maintained separately. These are known as the “opening (order) book” and “closing (order) book,” respectively.

At market open on the Nasdaq, the opening book and continuous book are consolidated to create a single opening price. A similar process is followed at market close, when the closing book and continuous book are consolidated to generate a single closing price.

The order book information helps traders make better-informed trading decisions, since they can see which brokerages are buying or selling the stock and whether market action is being driven by retail investors or by institutions. The order book also shows order imbalances, which may provide clues to the stock’s direction in the very short term. A massive imbalance of buy orders compared to sell orders, for instance, may indicate a move higher in the stock due to buying pressure.

The order book is also useful in pinpointing a stock’s potential support and resistance levels. A cluster of large buy orders at a specific price, for example, may indicate a level of support, while an abundance of sell orders at or near one price may suggest an area of resistance.

Available Information on Order Books

The order book does not show “dark pools,” which are batches of hidden orders maintained by large players who do not want their trading intentions known to other traders. The presence of dark pools reduces the utility of the order book to some extent, since there is no way of knowing whether the orders shown on the book are representative of true supply and demand for the stock.

Order books continue to collate an increasing amount of information that is available to traders for a fee. Nasdaq’s TotalView, for example, claims to provide more market information than any other book, such as displaying more than 20 times the liquidity of its legacy Level 2 market depth product. While this added information may not be of much significance to the average buy-and-hold investor, it may be useful to day traders and experienced market professionals for whom the order book is one of the most critical inputs in formulating trading decisions.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

Cash Memo:

CASH MEMO			
Sr. _____	Date: _____		
M/s. _____			
Qty	Particulars	Rate	Amount \$
	Total		
Goods Once Sold Are Not Returnable			

When the goods are purchased or sold in cash, in that case the cash memo is prepared by the seller of goods. The contents of cash memo are same as of Invoice. Only difference is that the Invoice is prepared for credit sale and Cash Memo is prepared for cash sales.

For example, a business firm purchased some goods on 11.08.15 and the payment was supposed to make on 21.08.15. In this case, Invoice will be prepared. But if the goods is purchased against 100% cash payment then the Cash Memo shall be prepared.

The Contents of Cash Memo:

Like invoice, the cash memo also contains the following particulars:-

- Name and address of the supplier.
- Name and address of the purchaser.
- Serial Number of cash memo.
- Date of cash memo.
- Customer or Purchaser's Order number.
- Description of goods.
- Quantity of goods.
- Rates of Goods.
- Amount.
- Discount (Trade discount or cash discount, to be shown separately).

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

- Sales Tax number of purchaser and supplier in case of sale of goods.
- Service tax number of the supplier in case of sale of services.
- Total amount of cash memo must be written in words and figures.
- The cash memo must be signed by the duly authorized person.
- The area of Jurisdiction must be defined in cash memo.
- Normally, E. & O. E. also printed on all cash memos. It means if there is any mistake in cash memo that is subject to correction.

The cash memo is made in duplicate but according to the requirement of business firm, more than two copies also can be prepared.

Tour Diary:

Traveling has the potential to be wildly fulfilling. It exposes you to new cultures, different perspectives and unique experiences. The further you travel the more you are pushed out of your comfort zone. And the more you are pushed out of your comfort zone, the more you learn about yourself and the world around you.

One of the most popular types of journals is a travel journal. By having a travel diary, you can keep all these new experiences and knowledge in one place where you can reflect on them.

What is a travel journal?

Travel journals are a place where you can write about trips you have taken, what you learned during and the experiences you had. It is a collection of adventures, stories, memories and discovery. It doesn't matter where you're going or who you're traveling with, an online trip journal can come anywhere.

Why Write A Journal When Traveling?

There are many benefits of keeping a journal when traveling, but here are a few to start with:

Remember More

By writing down the things you want to do on your trip and the things you have done during it, you won't forget the reasons you wanted to go and will remember more of your visit.

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

Learn More

When traveling somewhere new, you will learn a lot about that place's culture, customs and people. By having a place to write down your observations, you will absorb more of your surroundings.

Reflect More

A journal is a place to record new things you have discovered while exploring various places you visit. By having all these new findings in one place, you will be able to look back and reflect on what you have learned and apply it to other parts of your life.

PROFORMA FOR CLAIM OF TADA FOR OFFICIAL TOUR

IRSD, IMPHAL

Your diary of Dr. Stm. Smr. _____
of _____ Division / Section for the period from _____ to _____ (____ days)
Reference No.: _____ d.
Pay Rs. _____

TOUR DIARY

<u>Departure</u>			<u>Arrival</u>			<u>Mode of Journey</u>	<u>Distance (in km.)</u>	<u>Actual Fare</u>	<u>Purpose of Journey</u>	<u>Remarks</u>
Date	Time	Station	Date	Time	Station					

Note: Use overleaf in case of more information for tour diary and all timing use should be 24 hours system.

How To Write Travel Journals: 5 Tips To Get The Most Out Of Your Journaling

You don't need to be traveling to Timbuktu to write a travel diary. Your writing can start with a family vacation or a weekend getaway. All you need is a destination and your holiday journal can begin!

- Use your journal to plan your trip**

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

Learn More

When traveling somewhere new, you will learn a lot about that place's culture, customs and people. By having a place to write down your observations, you will absorb more of your surroundings.

Reflect More

A journal is a place to record new things you have discovered while exploring various places you visit. By having all these new findings in one place, you will be able to look back and reflect on what you have learned and apply it to other parts of your life.

PROFORMA FOR CLAIM OF TA/DA FOR OFFICIAL TOUR
IBSD, IMPHAL

Your diary of Dr. Stat. Sent. _____
of _____ Division / Section for the period from _____ to _____ (____ days)
Reference No: _____ d _____
Page No _____

TOUR DIARY

[illegible]

Note: Use overlaid in case of more information for tour diary and all timing use should be 24 hours system.

How To Write Travel Journals: 5 Tips To Get The Most Out Of Your Journaling

You don't need to be traveling to Timbuktu to write a travel diary. Your writing can start with a family vacation or a weekend getaway. All you need is a destination and your holiday journal can begin!

1. Use your journal to plan your trip

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

Your trip journal can begin before your trip has even started. Use your journal to start planning the things you want to do. It can be anything from a cool restaurant you want to eat at, a hike you want to go on or different sights you want to see. Write down whatever is on your trip check-list, so you don't forget it.

Once you know what you want to do, do some research and figure out the best way to do it. If you want to go see a special monument, figure out the best way to get there and put it in your journal. If you want to do some cool activities, write down the contact information of the people, places or tours that facilitate them. Your journal is also a great place to keep the contact information of your accommodations and transportation.

2. Write about what you imagine it will be like

Sometimes when you travel, your destination is wildly different than what you expected. Maybe you expected the local food to be bad and it turned out to be delicious. Maybe you imagined the town to be smaller than it actually is. Maybe you thought you would be more comfortable with the language. Whatever it is, think about writing it down before you arrive. It will be interesting to compare these predictions to what you actually experienced.

3. Write during your trip

It is always easier to remember things when they are fresh in your brain, so try and write as much as you can while traveling; every day if you can. Your journal entries don't have to be long, but let them highlight what you feel was most important or exciting. How did you feel during your visit to the local market? What did you smell, taste and hear? Did you learn something new from the person you spoke to at the bar? Were you surprised by the clothes people were wearing? What was the view from the top of the mountain like? Before you go to bed, try and recall what you did that day, what you thought and how you felt. This will serve as a great way to remember more from your trip, but will also help you reflect and grow from what you encountered.

4. Add pictures to your journal

Even though your journal is meant for writing, pictures are still worth a thousand words. Combining pictures with your first-hand accounts of what they represent, or what happened when they were taken, will make for an even more comprehensive narrative of your travels. Don't worry about glueing or taping anything either. Penzu allows you to upload pictures straight into your online travel journal, so you can keep your pictures and words connected and organized.

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

5. Write about your trip after you leave

Since you write about your trip before you arrive, you should also write about it after you leave.

- What was it like?
- What did you learn?
- What surprised you?
- What disappointed you?

It is important to reflect on your travels, so you can retain new understandings and apply them to future adventures. This is also a great way to learn about yourself, other people you may have travelled with and how you can grow. Step back from all the things you did and try to see the big picture. It may surprise you.

10 Travel Journal Ideas To Inspire You

The blank pages of your travel journal may not be serving as great inspiration, but your new trip should! Here are 10 travel journal ideas to get those creative juices flowing, kick-start your writing and help you get the most out of your travels. We hope these journal prompts help!

1. Why are you going?

Not every trip needs an explanation and not every vacation needs a justification. People travel for all sorts of different reasons or for no reason at all, but if your travel has purpose, write about it. Even if you're traveling for the sake of it, that is a reason worth talking about too.

2. Write about your expectations.

As we mentioned above, expectations can wildly differ from reality, especially when going somewhere you've never been or going with someone you have never travelled with before. Jot down what you think the trip will be like, or hope it will be like.

3. What are you going to do?

Write about the things you want to do, the sights you want to see, the music you want to dance to, the food you want to taste. Writing it all down will get you excited and help you not to forget.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

4. Write about the people.

Did you meet anyone new? Did you make a new friend? Were the locals welcoming? Did you learn something new from a stranger? Did you learn something new from a friend? People can really make a trip. Whether you came with them, or met them there, write about how the people you encountered affected your experience.

5. Write about the food.

Just because you call it your travel diary, doesn't mean it can't double as a food diary. If there are any foods you loved, dishes you hated or recipes you can't live without, write them down to remember them all. Maybe some new fare you tried will influence your tastes when you return home.

6. The ups and the downs.

What did you like most about the trip? What did you like the least?

7. Write about yourself.

Reflect on the new experiences you had, what made you uncomfortable and what enticed you. Did you learn anything new about yourself on the trip? Did being somewhere else expose something you hadn't seen in yourself before? Traveling can help people grow. Think about your journey and if it helped you grow in any way.

8. Write a travel guide.

If you knew friends were going to the same place, what would you tell them to do? Write down your recommendations and the stuff that should not be missed.

9. What would you have changed?

Is there anything about the trip you would have changed? Is there anything else you wish you did? Anything you wish you didn't do? Write about your travels and how you can improve them for the next time you go away.

10. Where do you want to go next?

We all have a wish-list of places we want to go. Write yours down and try to start checking them off.

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

Using Penzu for Your Travel Journal

Penzu's journal software allows you to access your journal from any computer, smartphone or tablet. Penzu will be your travel journal app; all you need is your mobile phone or tablet and can write in it, with or without wifi. You never have to miss an entry or forget a moment, as Penzu can come with you around the world. No internet necessary.

8 Marketing Reports Examples You Can Use For Daily, Weekly or Monthly Reports

Let's face it: every serious business that wants to generate leads and revenue needs to have a marketing strategy that will help them in their quest for profit. Today's digital data has given power to an average Internet user a massive amount of information that helps him or her to choose between brands, products or offers, making the market a highly competitive arena for the best ones to survive. An important part of a successful business intelligence strategy is implementing a marketing report in its core procedures. But only 22% of businesses are satisfied with their conversion rates. That being said, a marketing report will become the beating heart of acquiring customers, researching the market, providing detailed data insights into the most valuable information for a business: is our performance on track? Ultimately, it will provide a clear insight into relevant KPIs and build a solid foundation for increasing conversions.

If you are reading this, it probably means that you understand the importance of tracking your performance and its progression over time. Be it in marketing, or in sales, finance or for executives, reports are essential to assess your activity and evaluate the results. Management thinker Peter Drucker once stated, "if you can't measure it, you can't improve it" – and he couldn't be more right. To know if you are successful, you first need to define success and track it. As we have already talked about in our previous blog post on Sales reports for daily, weekly or monthly reporting, you need to figure out a couple of things when launching and executing a marketing campaign: are your efforts paying off? How do you know that? If you are doing things in the right way, should you do more of it? Or drastically change for another path?

Using the right marketing KPIs (Key Performance Indicators) is a good start – what is now left is finding a way to organize it all in a way that makes sense and brings value. Let's dig deeper.

What Is A Marketing Report?

A marketing report is a set of data created to analyze the performance of a specific marketing campaign or effort. It is utilized to effectively communicate a company's marketing strategy, including research, promotional tactics, goals and expected outcomes.

Why You Need Marketing Reports?

We've all heard of that famous end of the month when it's time to deliver reports, be it in an agency or in-house. While your keyboard is burning and your fingers try to keep up with your brain and comprehend all

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

the data you're writing about, using an interactive online data visualization tool to set specific time parameters or goals you've been tracking can bring a lot of saved time and, consequently, a lot of saved money.

There are countless reports digging into your marketing data; the question usually is, where do I start? Are there any basic reports that could help me get more comfortable with these mountains of aggregated data? To get started, you might want to equip yourself with a marketing BI software to analyze all your data and easily build professional reports.

Secondly, launching a campaign with achievable goals is only worth if you check on them on a regular basis and see if you're on track – waiting for the end of the campaign to see how it performed is, unfortunately, a common mistake people do, and the worst practice. As a Forbes article states, “there's no such thing as ‘set it and forget it’ [in digital marketing]”. Noticing that something does not work as planned on the 7th day instead of the 47th is a lot of time saved, and less money wasted.

First things first: organizing and prioritizing your marketing activities. And just like you schedule daily, weekly and monthly marketing activities, so will you build daily, weekly and monthly marketing reports. If you get your practice right and utilize some effective data driven marketing strategy tips and tricks, a report can be generated with just a few clicks. We've gathered some of the marketing reports templates that can easily be used to perfect the efficiency of generating data and reduce the time needed to create it.

But let's get over some real data, starting with daily marketing report examples.

Daily Marketing Report Examples And KPIs

The general purpose of reporting is to give you tools to make better-informed decisions. A daily marketing report will help you do that at a faster pace. You can use it to create an action plan every morning: what did you accomplish the day before, and what can be done better today. It can allow you to interact with your data almost in real time, so you can be positive that information, objectives, and strategies are fresh and on track. Although the overall result of the marketing strategy will not be affected on a daily basis, using these kinds of reports can provide more details into the daily activities of the campaign setting.

A daily marketing report will also allow you for faster experimentation: running small operations to answer small questions. This keeps everyone proactive to see a problem early enough and adapt, to avoid wasting money. Besides, your team and yourself will know your numbers perfectly, enticing more confidence for everyone when a decision has to be made.

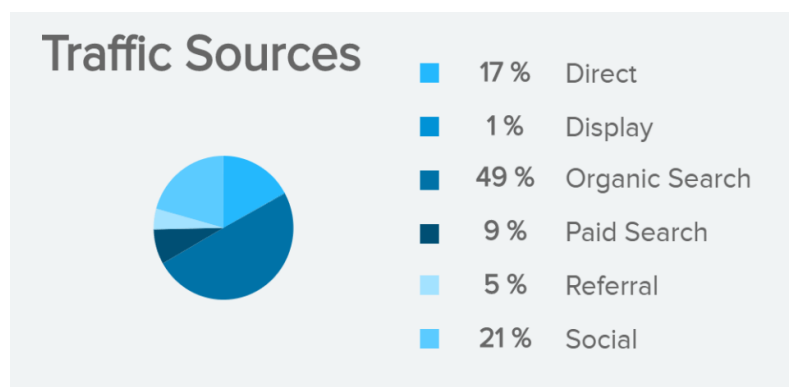
On a daily basis, though, a lot of things are out of your control – especially in marketing. One single day will definitely not determine the outcome of a campaign, but several days in a row can indicate a trend. While you shouldn't tie yourself up in too much daily reporting, checking in on a couple of activities every day is the best practice. Here are some examples of KPIs you can track on a daily basis:

1) Website Traffic

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

For inbound marketing, website traffic is the blood and pulse: you need to attract a certain audience (new or returning), before turning them into prospects and actual customers. After setting a traffic goal for the month, you can divide it by the number of days in the month to set your daily target and see if you come close to it or not. For greater precision, you can adjust according to your business, and if weekdays/weekends impact or not. Monitoring your website traffic can help identify sudden rise or drop, lets you act straight away, and should encourage you to communicate with the sales team, whose number of leads and qualified leads will also probably be affected. You can also filter the channel-specific traffic, meaning you can instantly look for sources like Organic traffic, Referrals, Social media, Email, or Paid search, and see which channels are performing well, and keep an eye on how they behave in relation to your goals, so that you can optimize them on time and prevent unnecessary budget expenditure. The important thing to emphasize is to not change all your defined structures or goals merely because your daily activity hasn't performed as expected. Let's take a look at an example.



The example above shows the exact percentage of the traffic sources gained through a specific time interval, in this case, daily. While Organic search definitely shows the biggest value of this specific performance, Display shouldn't be disregarded simply because on that specific day didn't perform that well. But if this tendency of almost 50% of the overall traffic gained develops in the same direction, then it can be concluded that parts of the budget can be optimized for channels which are performing better.

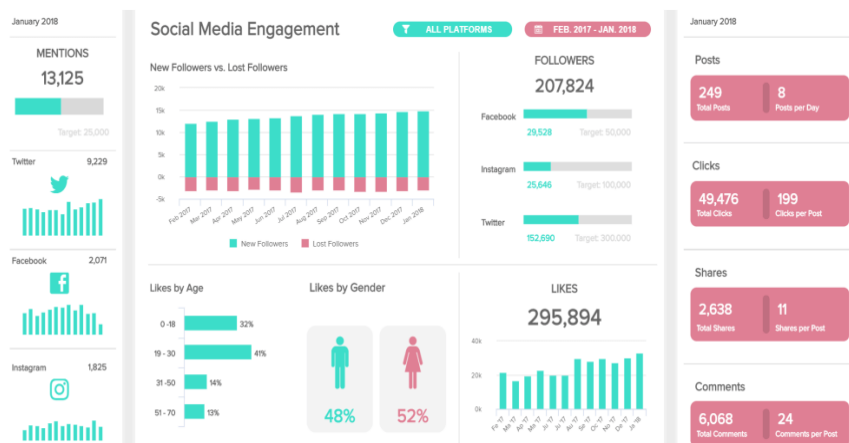
2) Engagement On Social Media

We never say it enough, but engagement is key. For your brand to be known and your name to be memorized, daily activity on various social newsfeeds of your audience will not only increase your chances to reach a higher number of people with time, but it will also increase your chances to engage with them. No one discusses with a brand whose last post on social media was three months ago. Inactivity in today's prolific discussion and sharing channels (Facebook, Twitter, Instagram, but also LinkedIn, Snapchat and Pinterest) is digging your own grave. Find the channel that fits you better, but most importantly, where you can reach your audience better (50-year-old businesspeople do not use the same channels as teenagers, who somehow tend to create and make trends, so stay tuned). Communicate daily or every couple of days through it. Don't throw uninteresting news just to have attention, or you will easily lose it; build a strategy and provide valuable content. Respond to questions, add yourself in relevant groups, interact with possible customers or clients and listen to what the market and audience say. While it depends on the industry you are part of, social media is a great tool to interact directly, on a personal level and build a community

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

around your products or services. That being said, building a community management strategy can also provide an additional source of a marketing activity that can be tracked and evaluated on a daily basis. By listening to your clients and customers, you can also improve your product or service and generate more ideas that can be utilized and implemented in other marketing channels and activities.



Ethical aspects of Selling

Clearly defining and communicating a code of ethics and code of conduct for selling will help your business meet its ethical selling obligations. Demonstrating ethical sales practices is good business - it helps earn the trust and loyalty of your customers and strengthens your reputation.

Developing a code of ethics

Developing a code of ethics for your business helps build a culture of ethical selling. Your code of ethics might simply be a statement of principles defining the way you operate, make decisions and treat your customers, suppliers and industry peers. For example, your code of ethics might include statements such as:

- We recognise that what we do is more important than what we say.
- We give our customers and suppliers honest, accurate information.
- We make sure our customers' purchasing decisions are based on their preference, not our pressure.
- We sell our customers products today that will encourage them to return to us tomorrow.
- We give our suppliers every opportunity to build long-term, loyal relationships with our business.
- We compete in our market by building our own reputation, not by damaging the reputation of our competitors.

Developing a code of ethics will also help you create your own code of conduct for selling.

Developing a code of conduct for selling

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: III B.Com CA	COURSE NAME: PERSONAL SELLING AND SALESMENSHIP	
COURSE CODE: 16CCU603 B	UNIT: V	BATCH-2016-2019

Many businesses develop codes of conduct for ethical selling and train their sales staff to follow them closely. Codes of conduct are designed to:

- describe desirable and undesirable selling behaviours
- promote high standards of practice
- reduce the risk of fair trading breaches
- help staff make ethical decisions.

Writing a code of conduct

Write your code of conduct with your staff and customers in mind, clearly setting out the purpose and structure of the document.

Template for a sales code of conduct document

Your code of conduct can include the following information:

- overview - outlining why you have created the document and what it will do
- statement of business values - including your code of ethics
- ethical conduct sections
 - soliciting customers - identifying appropriate steps for finding and approaching customers
 - communicating with customers - stating communication principles that will guide your business's range of interactions with customers and industry
 - pricing - identifying ethical approaches to product pricing
 - handling complaints and conflicts - listing the principles that support your complaints handling policy and principles for resolving conflicts
 - lay-by agreements - stating terms for lay-by agreements with customers
 - selling methods - setting out appropriate selling steps and methods
 - bills and accounts - stating your commitment to providing proof of transactions
 - warranties, refunds and repairs - identifying product or service guarantees you make to your customers
- procedures for identifying and responding to code of conduct breaches
- additional information - listing contacts and sources for more information.

Remember to use examples or scenarios in describing ethical practices so that your staff understands clearly what you expect of them.

S.No.	QUESTION	OPTION 1	OPTION 2	OPTION 3	OPTION 4	ANSWER
1	The selling concept by which sellers and buyers come in direct contact is	Sales promotion	Personal selling	Public relation	Promotion mix	Personal selling
2	What are the objectives of personal selling?	Distinguish the various phase of selling process.	Close a sale	Know how to deal with buyer	All of these	All of these
3	What are the key concepts of personal selling?	Needs analysis	Demonstration	Sale presentation	All of these	All of these
4	A... strategy involves convincing trade intermediary channels members to push the product to the ultimate consumers.	Push	Pull	Mixed	Price	Push
5	Salespeople who sells their product directly to the customers on telephone is called	Outside sales force	Inside sales force	Telemarketing	Team selling	Telemarketing
6	Designing sales force strategy and structure, recruit and select, training, compensation, supervise and evaluation are the major steps of	Designing sales force	Sales force management	Sales force strategy	Structure of sales force	Sales force management
7	_____ is a specialist form of personal selling.	Point of selling	Face to face selling	Group selling	Both A&B	Both A&B
8	What is the next step after "closing the sale" in personal selling process?	The opening	Need and problem identification	Dealing with objectives	Follow up	Follow up
9	Sale people are same as	Sales consultant	Agents	Marketing representative	All of these	All of these
10	While developing _____ salesperson must know about the characteristics desired of the salespeople by buyers.	Presentation skills	Selling skills	Personal selling skills	Marketing skills	Personal selling skills
11	Asking referrals from the customers, reward proper scouting, identifying good leads from bad ones is _____ step of personal marketing.	Approach	Handling objections	Pre-approach	Prospecting and qualifying	Prospecting and qualifying
12	_____ is the most effective promotional tool in making buyers preferences, convictions and most importantly actions.	Personal selling	Promotion mix	Dealers promotion method	Sales promotion	Personal selling
14	Which among the following are the methods for handling and overcoming objections in personal selling?	Third party compensation	Turn an objective into benefit	Deny objections tactfully	All of these	All of these
15	_____ defined as the estimated volume of sales of the	Sales territories	Sales quotas	Sales forecast	Records	Sales territories
16	" poor motivated people can be defined as willingness to expand	Allen	L.K.Johnson	Berelson	Still	Allen
17	" Sales quota is a quantitative goal assignment to a specific marketing unit,such as to a salesmen or	Cundiff & still	mynard & Davis	Fedrick.R.Russes	Robert.c	Cundiff & still
18	" Salesmen are often lost because they	Edwin Chareles Grief	Dale.S.Beach	L.K.Johnson	Berelson	Edwin Chareles Grief
19	" selling is informing and persuading a market about a product or services"	Still	William.J.Stanton	Govoni	Cundiff	William.J.Stanton
20	"A sales is made not in the mind of the salesman not over the counter or desk,but in the mind of the buyer"	Cundiff & still	Mynard & Davis	Fedrick.R.Russes	Robert.c	Fedrick.R.Russes
21	" Sales territory is the basic unit of sales	Cundiff & still	Mynard & Davis	rick.R.Ru	s Robert.c	Mynard & Davis
22	... refers to identify and developing a list of potential clients	Parospecting	Pre-approach	Approach	Closing sales	Parospecting
23 are determined on the basis of sales forecasting,sales potential,estimated of costs and other	Sales planning	Sales budget	Sales forecasting	Sales quota	Sales quota
24is a temporary price reduction	Trade Shows	POP	Buying Allowance	Samples	Buying Allowance
25 perform an informative & educative task that makes extremely important in the functioning of the	Advertising	Production	Financing	Controlling	Advertising
26 the order getter is responsible for what is sometimes called creative selling.	Order Takers	Order Getters	Supprot Personnel	Takers	Order Takers
27 is a actual contact the sales professional has with the prospects	Parospecting	Pre-approach	Approach	Closing sales	Approach
28 is a geographical area containing a	Sales Planning	Sales Budget	es Forecast	Sales Territory	Sales Territory
29 methods is also known as training with in the industry.	On The Job Training	Job rotation	Personal discussion	Correspondence	On The Job Training
30a sales happens ,when	Parospecting	Pre-approach	Approach	Closing sales	Closing sales
31 is a psychological concept.	Training	Motivation	Selection	Compensation	Motivation
32 is an important tool of marketing Mix	Personal selling	Advertising	es promot	Public relation	Advertising
33 is for the purpose eliminating	Pre-interview	Interview	election te	Medical Test	Pre-interview
34 provide recruitment with a device for thew conservation of time	Job analysis	Job description	job specification	job recruitment	Job analysis
35 Means no sales at a price lower than covering total costs	Full cost pricing	Promotional pricing	Contribution pricing	Pricing	Full cost pricing
36 Writes " A Proper selection reduces	Nystorm	P.batra	liam.J.Sta	Govoni	Nystorm

37 Writes " A sales organization is a power station , renting out energy to the advertising	C.L.Bolling	P.Batra	William.J.Stanton	Govoni	C.L.Bolling
38 is a process of searching out suitable salesman.	Recruitment	Selection	Controlling	Planning	Recruitment
39are aids to effective motivation.	Sales compensation	Sales quota	Sales budget	Sales Territory	Sales compensation
40are price reduction granted for purchase Of larger quantities.	Trade Discounts	Quantity discounts	Quality discounts	Cash discounts	Quantity discounts
41 are device for directing and	Quotas	Planning	les territor	Total sales	Quotas
42 type of training develops the practical knowledge of the trainees on different aspects of	On The Job Training	Job rotation	Personal discussion	Correspondence	Job rotation
43 is the estimation of the future sales of an enterprise.	Sales planning	Sales budget	Sales forecasting	Sales quota	Sales forecasting
44 plan pays salesmen some fixed	traight commissio	Straight salary	commissi on and Straight	Not a straight commission	traight commissi
45 depends on the important of earn class of buyers and the relative bary arising power of	Trade Discounts	Quantity discounts	Quality discounts	Cash discounts	Trade Discounts
46 method personal	On The Job Training	Job rotation	Personal discussion	Correspondence	Correspondence
47is a free product given to customers to encourage trials.	Rebate	Coupns	Samples	Premiums	Samples
48is a return part of purchase price of	Rebate	Coupns	Samples	Premiums	Rebate
49is an important tools of promotional	m Personal selling	Advertising	es promot	Public relation	Personal selling
50is an important tools of	Personal selling	Advertising	Sales promotion	Public relation	Personal selling
51is an industry wide exhibits at which many sellers display their	Trade Shows	POP	Buying Allowance	Samples	Trade Shows
52is imparted to develops the selling	Sales training	Controlling	es develop	None	Sales training
53competition exists when there is a large	Monopolistic	b.Oligopolistic	Indirect	Direct	Monopolistic
54	A good sales planning is based on	Sales territories	Sales fore cast	Sales forecast	Records	Sales fore cast
55	A... strategy involves convincing trade	Push	Pull	Mixed	Price	Push
56	A..... strategy attempts to get consumers to "pull" the product from the manufacturer through the marketing channels.	Push	Pull	Mixed	Rate	Pull
57	According to "Motivation can be defined as willingness to expend energy to achieve a goal or reward.	Dale.S.Beach	L.K.Johnson	Berelson	Still	Dale.S.Beach
58	Advertising is an important tool	Promotion Mix	Marketing Mix	roduct Mi	Place Mix	Marketing Mix
59	An hands repeat bsales in ways	Order Takers	Order Getters	Supprot Personnel	Personnel	Order Getters
60	By Providing higher salary,commission and other monetary incentives,the salesmen are	Financial motivation	Non-financial motivation	Financial and Non financial motivation	Dry motivation	Financial motivation
61	during phase of sales professional try to under stand the prospects current needs, and set call	Parospecting	Pre-approach	Approach	Closing sales	Pre-approach
62	Good salespersons are problems	P.Batra	William.J.Stanton	Govoni	Cundiff	P.Batra
63	Personal selling is an important tools	Promotion Mix	Marketing Mix	roduct Mi	Place Mix	Promotion Mix
64	Prospecting means "if you adding new clients	David ogily	Robert.c	Beach	Russle	David ogily
65	Reports are the basis on which the of sal	Sales territories	Sales quots	ales foreca	Record	Record
66	Reports are the basis on which the	Sales territories	Sales quots	Sales forecast	Record	Record
67	Telling showing and are	Exceution	Termination	Exercise	Conferring	Conferring
68	The control of is known as Sales	Sales operation	oduction operati	ace operat	ersonal operati	Sales operation
69	The control of sales operation is known	Sales Planning	Sales Budget	es Forecast	Sales Control	Sales Control
70	The process of looking up and checking "leads"	Prospecting	Pre-approach	Approch	bjections hanli	Prospecting
71	The sales quota is fixed on the basis of Sales copy	Sales forecast	vertising c	Advertising	Sales forecast

-1
-2
-3
-4

S. No.	Questions	Option A	Option B	Option C	Option D	ANSWER
1	_____ motives persuade a person to buy products from a particular manufacturer or trader	Patronage Motive	Product Motives	Internal Motives	Inherent Motives	Patronage Motive
2	AIDA approach helps to plan sales presentations. What is AIDA stands for?	Attention Interest Desire Action	Attitude Interest Development Achievement	Attention Interest Direction Assisting	Attitude Integrity Directing Achievement	Attention Interest Desire Action
3	_____ is the process of dividing buyers into different groups on the basis of personality traits, lifestyle or values	Demographic segmentation	Geographic Segmentation	Psychographic Segmentation	Behavioural Segmentation	Psychographic Segmentation
4	Maslow's Need Theory is based on _____	Organizational needs	Market needs	Human needs	Government needs	Human needs
5	At the top of Maslow's hierarchy of needs (shown as a pyramid in the text) are _____ needs.	esteem	self-actualization	social	safety	self-actualization
6	_____ is one of the most basic influences on an individual's needs, wants, and behavior.	Brand	Culture	Product	Price	Culture
7	What is the least pressing in Maslow's Hierarchy of Needs?	Self actualization	safety needs	physiological needs	social needs	physiological needs
8	Even though buying roles in the family change constantly, the _____ has traditionally been the main purchasing agent for the family.	wife	husband	teenage children	grandparent	wife
9	The energizing force that activates behavior and provides purpose and direction to that behavior is known as _____.	motivation	personality	emotion	perception	motivation
10	Which of the following reflects the relatively stable behavioral tendencies that individuals display across a variety of situations?	motivation	personality	emotion	perception	motivation
11	A good synonym for motive is a(n) _____.	omen	Need	Drive	cue	cue
12	_____ describes changes in an individual's behavior arising from experience.	modeling	motivation	perception	learning	learning
13	Kelly is hungry, and this inner force is making him search for the type of food he wants to eat. He decides that an Arby's roast beef sandwich will satisfy his hunger. This inner force that is compelling him to search for food is known as a(n) _____.	motive	personality trait	emotion	perception	motive
14	Maslow's hierarchy of needs includes all EXCEPT which of the following?	cognition	physiological	safety	belongingness	cognition
15	In Maslow's hierarchy of needs, food, water, sleep, and to an extent are considered _____ motives	safety	self-actualization	physiologica	belongingness	physiologica
16	Which of Maslow's needs reflects individuals' desires for status, superiority, selfrespect, and prestige?	safety	self-actualization	physiological	esteem	esteem
17	Which of Maslow's needs involves the desire for self-fulfillment, to become all that one is capable of becoming?	safety	self-actualization	physiological	belongingness	self-actualization
18	Sales management deals with _____	sales	product	profit	market	market
19	Selling is an act of _____	persuasion	illusion	forcing	communication	forcing
20	_____ and other forms of promotion are supported by a advertisement	personal selling	branding	promotion	publicity	personal selling
21	_____ influences the buyer to buy a product	personal selling	packaging	price	grading	personal selling
22	Motives refers to strong _____	emotions	purchase power	need	Behaviour	emotions
23	Sales force structure in which a sales representative is assigned to geographical area is allocated to sell product line in specific area is classified as _____	customer sales force structure	product sales force structure	indirect sales force structure	territorial sales force structure	territorial sales force structure
24	In consumer promotions, certificates given to product buyers which confirms savings when they buy particular items are called _____	sample	coupon	premium	cash refunds	coupon
25	_____ motives urge the buyer to do impulsive purchases without reason or logic	Emotional Product Buying Motives	Rational Product Buying Motives	Operational motive	Socio-psychological motive	Emotional Product Buying Motives
26	A family buys television because they feel it has utility for them, is an example of _____ motive	Emotional Product Buying Motives	Rational Product Buying Motives	Operational motive	Socio-psychological motive	Operational motive
27	_____ is a non mointary motivational factor.	Incentives	Bonus	Appreciation and recognition	Salaries or wages	Appreciation and recognition
28	_____ is a mointary motivational factor.	Working conditions	Delegation of authority	Appreciation and recognition	Bonus	Bonus
29	_____ need explain, recognize achievements to make employees feel appreciated and valued.	Physiological needs	Safety Needs	Esteem Needs	Self-Actualization	Esteem Needs
30	_____ is a person who first suggests or thinks of the idea of buying the particular product	Initiator	Influencer	Decider	Buyer	Influencer
31	_____ is a person who actually uses or consumes the services or products	User	Buyer	Decider	Influencer	User
32	_____ is an example of Public sources to Consumer to search information about the product	salesmen	mass media	friends	examining	mass media
33	Which of the following is an assumption in Maslow's hierarchy of needs?	Needs are dependent on culture and also on social class.	Lower-level needs must be at least partially satisfied before higher needs can affect behaviour.	Needs are not prioritized or arranged in any particular order.	Satisfied needs are motivators, and new needs emerge when current needs remain unmet.	Lower-level needs must be at least partially satisfied before higher needs can affect behaviour.
34	Companies using team of salespeople specialized in sales, marketing, engineering, finance and technical support used for managing complex accounts is known as _____	Outside sales force	Inside sales force	Telemarketing	Team selling	Team selling
35	The salespeople who travel to call on customers is known as _____	Outside sales force	Inside sales force	Territorial sales force	Product sales force	Outside sales force
36	_____ is the most effective promotional tool in making buyers preferences, convictions and most importantly actions.	Personal selling	Promotion mix	Dealers promotion method	Sales promotion	Personal selling
37	Salespeople who sells their product directly to the customers on telephone is called _____	Outside sales force	Inside sales force	Telemarketing	Team selling	Telemarketing
38	_____ involves the use of satisfied customers to convince the buyer of the effectiveness of the salesperson's product.	Demonstration	Guarantees	Trail orders	Reference selling	Reference selling

39	What is AIDA?	Attention Interest Desire Action	Attract Interest Desire Action	Attention Interest Design Action	Attract Interest Design Action	Attention Interest Desire Action
40	_____ reduces risk because they prove the benefits of the product.	Demonstration	Guarantees	Trail orders	Reference selling	Demonstration
41	According to Maslow, some needs grow stronger when unsatisfied. Maslow called these: _____	being needs	deficiency needs	growth needs	primary needs	deficiency needs
42	According to Maslow's hierarchy of needs, if a person's esteem needs have been satisfied, then it is safe to assume that all of the following needs have also been satisfied EXCEPT: _____	belonging	knowing	psychological	safety	knowing
43	Which type of motivation is associated with activities that are rewarding or satisfying in themselves?	Extrinsic motivation	Trait motivation	State motivation	Intrinsic motivation	Intrinsic motivation
44	Meeting all of Maslow's (1970) needs should result in which of the following?	Unconditional positive regard	Self-efficacy	Loci on control	Self-actualisation	Self-actualisation
45	Which of the following contains an aspect that would not fall into the category of basic needs?	Water and rest	Food and water	Security and warmth	Intimate relationships and safety	Intimate relationships and safety
46	A situation in which consumer purchases are unplanned is known as _____	Primary buying motives	Secondary buying motives	Impulse buying	Buying behavior process	Impulse buying
47	_____ buying behavior is generally seen in India.	Impulse buying	Bargaining	Complex buying behavior	Repeat purchases	Bargaining
48	Bargaining, cleanliness, efficiency, convenience are called _____	Primary buying motives	Secondary buying motives	Buying motives	Direct buying motive	Secondary buying motives
49	A person who first suggests the idea of buying something is called _____	Buyer	Influencer	Initiator	Likely buyer	Initiator
50	People having similar lifestyles, values, norms, behavior and interests are grouped in _____	High class	Social class	Middle class	Lower class	Social class
51	Producer can be successful in selling only when he identifies the physical, social and economical forces known as _____	Primary buying motives	Secondary buying motives	Buying motives	Primary selling motive	Buying motives
52	If a famous or prestigious person starts to consume a particular product, many other persons will start to consume the same product because of _____	Influencer	Likely buyer	Group influence	Initiator	Group influence
53	_____ are the buying motive force for the satisfaction of customer purchases.	Perseverance	Goods and services	Primary buying motives	Secondary buying motives	Goods and services
54	A consumer market comprises of all individuals and households who acquires goods or services for _____.	Personal consumption	Purchase and consumption	Buying motive of consumer	Commercial sources	Personal consumption
55	Which is a rational buying motive?	ambition	durability	fear	love	durability
56	Which is a patronage motive?	economy of use	love	merchandise assortment	durability	merchandise assortment
57	The FIRST face-to-face meeting of the customer and the salesperson is the _____	approach	demonstration	closing	merchandise presentation	approach
58	Buying motives based on customers' feelings are _____	rational	emotional	impulse	patronage	emotional
59	A decided customer _____	Has a need but has not identified a product to meet that need	Wants to browse	Needs the salesperson to make recommendations	Knows exactly what he/she wants and why.	Knows exactly what he/she wants and why.
60	Salespeople who conduct business from their offices through telephones and visiting to customers site is known as _____	Outside sales force	Inside sales force	Telemarketing	Team selling	Inside sales force

KARPAGAM ACADEMY OF HIGHER EDUCATION
INTERNATIONAL BUSINESS
POSSIBLE QUESTIONS UNIT – III

Questions	Opt1	Opt2	Opt3	Opt4	Answer
_____ involve sales force planning, recruitment, selection, training, motivation, compensation, co-ordination and control.	Working Conditions	Workplace Environment	Work Force management	Sales Force	Working Conditions
_____ are a number of strategies (long-term) and tactics (short- term) which are applicable to management of sales force.	Sales Management by Objectives	Managing the Sales Functions	Managing the Sales Force	Strategy and Tactics	Managing the Sales Functions
_____ is a process by which the superior and subordinate managers of an organisation identify jointly its common goals.	Sales Management by Objectives	Managing the Sales Functions	Managing the Sales Force	Strategy and Tactics	Managing the Sales Force
_____ Long range planning, forecasting, and policies on product mix, network selection, prices and promotion mix.	Sales Management by Objectives	Managing the Sales Functions	Managing the Sales Force	Strategy and Tactics	Strategy and Tactics
_____ Regional Sales Managers (RSM) spend more time and energy on line responsibilities. Another set of middle level managers look after staff (functional) activities	Sales Management by Objectives	Managing the Sales Functions	Managing the Sales Force	Strategy and Tactics	Sales Management by Objectives
_____ Spend most of	All Level managers	Top level	Middle level	Top level	Top level managers

their time and energy in managing the sales force.		managers	managers	managers	
_____ The field staff whose job is to contact the ultimate targets - the buyers - and convince them in buying the product, get orders and execute the sales.	All Level managers	Lower Level managers	Middle level managers	Top level managers	Middle level managers
_____ Planning function is very important aspect in regards to sales force management.	quality supervisors	Field Supervisors	Floor Supervisors	Sales Supervisors	Sales Supervisors
_____ is the statement stipulating the minimum desired qualification and experience a person must posses	Sales Representative/Executive	Salesman	Salesperson	Personalselling	Sales Representative/Executive
_____ is a learning process, intended the twin purpose of improving intellectual abilities and moral character.	Job enrichment	Job Analysis	Job specification	Job enlargement	Job Analysis
_____ is a short-term learning process. This is application specific, intended for improving skill and/or knowledge	Job design	Job enlargement	Job specification	Job Analysis	Job specification
_____ is the process of transition of an employee from a lower level of capability of skill and knowledge to that of a higher level	Employement	Occupation	Qualification	Education	Education

In <u>AC</u> MEE Approach , A stands for _____.	Training	Development	Research	Report	Training
In <u>AC</u> MEE Approach , C stands for _____.	Training	Development	Research	Report	Development
In <u>AC</u> MEE Approach , M stands for _____.	Aim	Ambition	Attitude	Application	Aim
In <u>AC</u> MEE Approach , E stands for _____.	Concept	Contents	Confrence	Contract	Contents
In <u>AC</u> MEE Approach , E stands for _____.	Market	Manage	Methods	Matters	Methods
_____ approach is derived from the poem "I keep six honest serving men. Their names are WHAT and WHY and WHEN and HOW and WHERE and WHO."	Evaluation	Elements	Existance	Execution	Execution
Promotion technique for consumers according to which demonstrations and displays of products made at place of sale is called	Evaluation	Elements	Existance	Execution	Evaluation
Personal selling step in which sales person asks for an order to customer is classified as	ACMEE	AIDS	Sales	AIMS	ACMEE
Sales force structure in which a sales representatives works to sell specific items of product line is classified as	point of purchase promotion	cents off deals	sales premium	advertising specialties	point of purchase promotion
Third step in personal selling process after completion of pre-approach step is to	shipper approach	handling shipment	closing	follow up	Closing
Step in personal selling process which consists of first	indirect sales force structure	territorial sales force	customer sales force	product sales force	product sales force structure

meeting between customer and sales person is called		structure	structure	structure	
Personal selling step in which sales person asks for an order to customer is classified as	prospecting and qualifying	handling objections	approach	presentation and demonstration	approach
In personal selling process, step which consists of identifying potential customers is classified as	qualifying	prospecting	follow up	approach	approach
Personal selling process step according to which sales person dictates how company can solve problem by offering its product is classified as	shipper approach	handling shipment	closing	follow up	closing
Standard amount that must be sold by salesperson of company's total product is classified as	presenting quota	demonstrating quota	prospecting	qualifying	prospecting
Kind of sales people who travel to call all customers in field is classified as	inbound approaching	presentation	demonstration	nominal approaching	presentation
Consumer promotion technique in which products are offered at low cost or free of cost on purchase of new product is classified as	sales contest	expense quota	production quota	sales quota	sales quota
Sales force structure in which salespeople are designated to sell company's product to certain industries or customers is classified as	inside sales force	outside sales force	channel intermediaries	nominal sales force	outside sales force
Consumer promotion technique in which customer	sample	coupon	premium	cash refunds	premium

purchase proof is send to manufacturer which then refunds some part of price is classified as					
Individual who represent company by performing selling, servicing, information gathering and prospecting is classified as	customer sales force structure	product sales force structure	indirect sales force structure	territorial sales force structure	customer sales force structure
Short term benefit given to customers to attract more customers is called	cash refund	coupon	sample	premium	cash refund
Promotion tools such as sweepstakes, event sponsorships, samples and coupons are classified in category of	sales person	promoting manager	prospering manager	persuasion manager	sales person
Consumer promotion technique according to which product consumers are told to submit their names for drawing is classified as	sales promotion	inbound promotion	outbound promotion	organizational promotion	sales promotion
According to consumer promotion techniques, cash refunds are also classified as	organizational promotion	consumer promotions	inbound promotion	outbound promotion	consumer promotions
Concept which states information about value, opportunities and rewards of good performance as thought by sales people is called	cash refunds	cash sample	sweepstakes	cents off deals	Sweepstakes
Series of steps that must be followed by sales people is classified as	price packs	sweepstakes	point of purchase promotions	cash rebates	cash rebates

First step in personal selling process is to	organizational climate	media climate	sales climate	outbound climate	organizational climate
Second step of personal selling process after completion of prospecting and qualifying is to	marketing process	selling process	intermediation process	nominal process	selling process
Process of planning, analyzing, controlling and implementing activities of sales force is classified as	prospecting and qualifying	pre-approach	approach	presentation and demonstration	prospecting and qualifying
Field sales force is also called as	approach	presentation and demonstration	handling objections	pre-approach	pre-approach
Tools of sales promotion that are used to trigger short term customer involvement or to build customer relationships are classified as	indirect sales management	direct sales management	sales force management	persuasion management	sales force management
Step of personal selling process in which sales person learns about potential buyer before making a call for sale is classified as	inside sales force	outside sales force	channel intermediaries	none of the above	outside sales force
Sales promotion tool through which resellers are persuaded to carry brand, provide shelf space, promote advertising and push to final buyers is classified as	inbound promotion	outbound promotion	organizational promotion	consumer promotions	consumer promotions
Last step in personal selling process is	pre-approach	sales nomination	qualifying	prospecting	pre-approach
Sales force structure in which	point of purchase	trade	event	off deal	trade promotion

a sales representative is assigned to geographical area is allocated to sell product line in specific area is classified as	promotion	promotion	promotion	promotion	
Promotional products used in consumer promotion are also classified as	present and demonstrate	follow up	closing	approach	follow up
Trial amount of any market offering for limited time before full introduction in market is classified as	customer sales force structure	product sales force structure	indirect sales force structure	territorial sales force structure	territorial sales force structure
In consumer promotions, certificates given to product buyers which confirms savings when they buy particular items are called	price packs	advertising specialties	sweepstakes	cash rebates	advertising specialties
Way of selling in which groups of people are involved from various departments such as finance, engineering and marketing to serve large accounts is called	premium	advertising specialties	sample	coupon	Sample
Forth step in personal selling process after completion of step consisting of approach is to	sample	coupon	premium	cash refunds	Coupon
Personal selling step in which sales person asks for an order to customer is classified as	nominal selling	territorial selling	team selling	group selling	team selling
Ask for order, review points of agreement, help in writing up the order, ask which model the customer wants, note that	prospecting and qualifying	follow up	closing	present and demonstrate	present and demonstrate

customer will lose out if not ordered now; offer incentives to buy now – lower price, larger quantity for same price are several techniques of _____.					
J.A Howard gave a formula for “Behavioral Equation” $B=P*D*K*V$ What P stands for?	shipper approach	handling shipment	closing	follow up	closing
A person acting for company by performing _____ activity for the company.	Approach	Pre-approach	Follow-up	Closing	Closing
A sale forces organization that assigns each salesperson to a geographical territory in which that salespersons have to sell the company's full line is	response or the internal response tendency, that is, the act of Purchasing a brand or patronizing a supplier	predisposition or the inward response tendency, that is, force of habit	present drive level	“incentive potential,” that is, the value of the product or its potential Satisfaction to the buyer	predisposition or the inward response tendency, that is, force of habit
Reduce buyer concerns that might have arisen after the sale, reveal problems, assure buyer of salesperson's interest, ensure customer satisfaction and repeat business is called	prospecting & communicating	servicing	information gathering	All of the above	All of the above

KARPAGAM ACADEMY OF HIGHER EDUCATION
INTERNATIONAL BUSINESS
POSSIBLE QUESTIONS UNIT – IV

Companies using team of salespeople specialized in sales, marketing, engineering, finance and technical support used for managing complex accounts is known as	Outside sales force	Inside sales force	Telemarketing	Team selling	Team selling
The salespeople of sales force sell their product may be relevant to a wide variety of products, types of customers, and broad geographic area.	Product sales force	Customer sales force	Complex structure	Territorial sales force	Complex structure
The salespeople who travel to call on customers is known as	Outside sales force	Field sales force	Inside sales force	Both 1 and 2	Both 1 and 2
J.A Howard gave a formula for ‘Behavioral Equation’ $B=P*D*K*V$ What P stands for?	predisposition or the inward response tendency, that is, force of habit	present drive level	“incentive potential,” that is, the value of the product or its potential Satisfaction to the buyer	intensity of all cues: triggering, product, or informational	intensity of all cues: triggering, product, or informational
What is the next step after “negotiation” in personal selling process?	The opening	Need and problem identification	Closing the sale	Dealing with objectives	Closing the sale
_____ is the most effective promotional tool in making buyers preferences, convictions and most importantly actions.	Personal selling	Promotion mix	Dealers promotion method	Sales promotion	Personal selling
Designing sales force strategy and structure, recruit and select, training, compensation, supervise and evaluation are the major steps of	Designing sales force	Sales force management	Sales force strategy	Structure of sales force	Sales force management

Fringe benefit, variable amount, fixed amount, expenses are the part of _____ in Salesforce Management.	Recruiting	Training	Supervising	Compensating	Compensating
What are the key concepts of personal selling?	Needs analysis	Demonstration & Trial close	Sale presentation	All of these	All of these
Providing knowledge of product, personality development, communicating the criteria to the salesperson are _____ in sales force management.	Formal evaluation	Qualitative evaluation	Product evaluation	Training evaluation	Qualitative evaluation
Salespeople who sells their product directly to the customers on telephone is called	Outside sales force	Inside sales force	Telemarketing	Team selling	Telemarketing
Contribution to net profit, evaluation of current vs past, ranking, clearing standards and sales vs expenses are _____ in sales force management.	Training evaluation	Qualitative evaluation	Formal evaluation	Product evaluation	Formal evaluation
_____ is a specialist form of personal selling.	Point of selling & Mis-selling	Group selling	Face to face selling	Both 1 and 4	Both 1 and 4
J.A Howard gave a formula for “Behavioral Equation” $B=P*D*K*V$ What K stands for?	predisposition or the inward response tendency, that is, force of habit	present drive level	“incentive potential,” that is, the value of the product or its potential Satisfaction to the buyer	intensity of all cues: triggering, product, or informational	“incentive potential,” that is, the value of the product or its potential Satisfaction to the buyer
What is the next step after “closing the sale” in personal selling process?	Need and problem identification	Closing the sale	Dealing with objectives	Follow up	Follow up
Asking referrals from the customers,	Handling	Pre-approach	Prospecting	Closing	Prospecting

reward proper scouting, identifying good leads from bad ones is _____ step of personal marketing.	objections		and qualifying		and qualifying
What is the next step after “the opening” in personal selling process?	negotiation	Need and problem identification	Closing the sale	Dealing with objectives	Need and problem identification
The salesperson meets the prospective to get the relationship off to make a good start, opening lines, follow-up remarks, is _____ step of personal marketing.	Approach	Handling objections	Pre-approach	Prospecting and qualifying	Approach
Company XYZ is a manufacture of motors and pumps employs regional salesperson to sell its product to wholesaler and cities is an example of	Public relation	Personal selling	Promotion mix	Trade promotion	Personal selling
The salesperson gives the description of the product, showing how the product will make or save the money for the buyer, need satisfaction approach, concentrate on customer benefits, requirement of good listening and problem solving-skills, demonstration aids is _____ step of personal marketing.	Presentation and demonstration	Pre-approach	Prospecting and qualifying	Closing	Presentation and demonstration
Sale people are same as	Sales consultant	Agents & Sales engineer	Marketing representative	All of these	All of these
Use of positive approach, seek out hidden objections, ask the buyer for clarifications and objections is _____	Pre-approach	Handling objections	Prospecting and qualifying	Closing	Handling objections
Emphasize long term interests instead of closing a sale, form transaction orientation to relationship marketing, customers want	Approach	Relationship marketing	Closing	Pre-approach	Relationship marketing

“whole solution” packages, quick responses; often problem if ,separate sales forces for each product is					
Salespeople who conduct business from their offices through telephones and visiting to customers site is known as	Outside sales force	Inside sales force	Telemarketing	Team selling	Inside sales force
_____ involves the use of satisfied customers to convince the buyer of the effectiveness of the salesperson’s product.	Demonstration	Guarantees	Trail orders	Reference selling	Reference selling
A sales force organization under which salespeople sells their product only to the certain customers or industries is	Product sales force	Customer sales force	Complex structure	Territorial sales force	Customer sales force
A sales force organization under which salespeople sells only a portion or particular product of the company's product.	Product sales force	Customer sales force	Complex structure	Territorial sales force	Product sales force
The salesperson learns as much as possible about the prospective customer before making sales call by consulting standard industries and online sources, set call objectives, selecting best approach and time is _____ step of personal marketing.	Handling objections	Pre-approach	Prospecting and qualifying	Closing	Pre-approach
The selling concept by which sellers and buyers come in direct contact is	Sales promotion	Personal selling	Public relation	Promotion mix	Personal selling
Which of the following not comes under Pre Demonstration in Personal Selling?	Make the process as complex as possible	Rehearse the approach to likely objection with colleague	Know the product’s selling point	The demonstration should not go wrong.	Make the process as complex as possible
What are the objectives of personal selling?	Distinguish the various	Close a sale & Know how	Preparing good	All of these	All of these

	phase of selling process.	to deal with buyer	presentations.		
While developing _____ salesperson must know about the characteristics desired of the salespeople by buyers.	Presentation skills	Selling skills	Personal selling skills	Marketing skills	Personal selling skills
J.A Howard gave a formula for “Behavioral Equation” $B=P*D*K*V$ What B stands for?	response or the internal response tendency, that is, the act of Purchasing a brand or patronizing a supplier	predisposition or the inward response tendency, that is, force of habit	present drive level	“incentive potential,” that is, the value of the product or its potential Satisfaction to the buyer	response or the internal response tendency, that is, the act of Purchasing a brand or patronizing a supplier
Which theory is summarized as “Everything was Right” theory?	Situation Response Theory	Right set of circumstances theory	Buying formula theory of selling	Both 1 and 2	Both 1 and 2
What is the next step after “Need and Problem identification” in personal selling process?	The opening	Presentation and demonstration	Dealing with objectives	Negotiation	Presentation and demonstration
Which among the following is not any stage of personal selling process?	Need and problem identification	Selling the product	Negotiation	Closing the sale	Selling the product
What is AIDA?	Attention Interest Desire Action	Attract Interest Desire Action	Attention Interest Design Action	Attract Interest Design Action	Attention Interest Desire Action
_____ is product reliability, after-sales service and delivery supported by penalty clauses so that the buyer can	Demonstration	Guarantees	Trail orders	Reference selling	Guarantees

claim the cost if something go wrong during the given period by the salesperson.					
Purchase process if differentiated by a mental sequence of events that goes on in prospects mind is	AIDA	Buying formula theory	Selling theory	Marketing theory	Buying formula theory
Which among the following are the methods for handling and overcoming objections in personal selling?	Third party compensation	Turn an objective into benefit	Deny objections tactfully & Ask questions	All of these	All of these
Which among the following explains “Behavioral Theory Equation”?	Drives & Cues	Response	Reinforcement	All of these	All of these
Which among the following is a type of cue in “Behavioral Theory Equation” in personal selling?	No triggering cues	Triggering cues	Information cues	All of these	All of these
J.A Howard gave a formula for “Behavioral Equation” $B=P*D*K*V$ What D stands for?	predisposition or the inward response tendency, that is, force of habit	present drive level	“incentive potential,” that is, the value of the product or its potential Satisfaction to the buyer	intensity of all cues: triggering, product, or informational	present drive level
Which theory is also known as “Situation Response Theory”?	AIDAS theory	Buying formula theory of selling	Behavioral equation theory	Right set of circumstances theory	Right set of circumstances theory
_____ reduces risk because they prove the benefits of the product.	Demonstration	Guarantees	Trail orders	Reference selling	Demonstration
Advertising is a non-personal process but must be written or printed in words _____ advertise and helps in the sale of the product.	Salesman	Sponsors	Marketer	Marketing manager	Sponsors

The _____ are the connecting link between the producers and buyer	Sellers	Marketers	Middlemen	Marketing managers	Middlemen
Middlemen performs the activities like	Advertising	Personal selling	Sales promotion	All of these	All of these
_____ is irregular in nature.	Promotion mix	Sales promotion	Trade promotion	Discount coupon	Sales promotion
A small amount of product is offered to the customer for trial is called	Product combination	Sample	Coupon	Rebate	Sample
When customer is getting some gift items with the product they purchase is known as	Price pack	Product combination	Quantity gift	Lucky draw	Product combination
Predictive dialling has been found to increase talk time to:	45 minutes per hour	25 minutes per hour	15 minutes per hour	30 minutes per hour	45 minutes per hour
Which of the following is NOT a category of personal selling?	Industrial	Consumer	Systematic	Professional	Systematic
Personal selling is the least expensive tool in the marketing communications mix.	TRUE	FALSE	recommended	not recommended	FALSE
For complex products personal selling is:	not recommended	recommended	TRUE	FALSE	recommended
Personal selling is more effective than advertising when the customer base is:	large, local	small, local	small, widely dispersed	large, widely dispersed	small, widely dispersed
Which of the following is not a type of personal selling?	Order-takers	Order-getters	Order-supporters	Order-writers	Order-writers
Which of the following is not a task of personal selling?	Servicing	Measuring	Shaping	Prospecting	Measuring
Sales force evaluation is moving:	from a revenue to a profit perspective	attractiveness is low, competitive strength is low	attractiveness is high, competitive strength is high	attractiveness is low, competitive strength is high	from a revenue to a profit perspective
Advertising that builds pre-awareness may:	increase selling costs	reduce selling costs	reduce probability of a sale	increase profit	reduce selling costs

QUESTION	OPTION A	OPTION B	OPTION C	OPTION D	ANSWER
Which sales management tool helps a salesperson know which customers to visit and which activities to carry out during a week?	time-and-duty analysis	sales force automation systems	call plan	sales quota plan	call plan
Companies are always looking for ways to increase face-to-face selling time. All of the following are ways to accomplish this goal EXCEPT _____.	using phones and video conferencing instead of traveling	simplifying record keeping and other administrative tasks	developing better sales-call and routing plans	reducing the number of customers each sales rep must visit	reducing the number of customers each sales rep must visit
Which of the following is an advantage created by the use of a sales force automation system?	lower costs for training sales personnel	increased motivation to acquire new customers	decreased need for an inside sales force	more efficient scheduling of sales calls and sales presentations	more efficient scheduling of sales calls and sales presentations
Firms that have adopted sales force automation systems most likely use all of the following tools EXCEPT _____.	customer-contact and relationship management software	time-and-duty analysis software	smart phones	laptop computers	customer-contact and relationship management software
A(n) _____ is a salesperson's write-up of his or her completed sales activities.	call plan	call report	sales report	expense report	call report
A provincial consumer protection practice that helps curb unethical selling practices by salespeople is:	The implementation of "Cooling off laws"	The posting of prices	The certification of salespeople	The training of salespeople	The implementation of "Cooling off laws"
What is the best approach to dealing with a sales manager who continually directs salespeople to behave unethically despite coaching and several warnings?	Give the sales manager another warning	Apologize to the sales team and customers	Fire the sales manager and explain the decision to the sales team	Do nothing. The sales manager gets results	Fire the sales manager and explain the decision to the sales team
_____ is the major objective of any marketing activity in the world because marketing completes with the real sale of goods and services bought or acquired by the seller or when intermediary has been affected.	Marketing	Selling	Assembling	Transportation	Selling
_____ emphasizes on the product & _____ Emphasizes on the Customers needs & wants.	Selling, Marketing	Marketing, Selling	Consumer, Customer	Marketing, Customer	Selling, Marketing
Inside sales is known as _____	Direct marketing	Social marketing	Tele- marketing	Viral marketing	Tele- marketing
"Buy it now" refers to which one of the following options?	Advertising	Personal selling	Publicity	Sales promotion	Personal selling
Which one of the following is a key to build lasting relationships with consumers?	Price of the product	Need recognition	Customer satisfaction	Quality of product	Customer satisfaction
Which of the following questions would provide management with the LEAST beneficial information regarding the performance of its sales force?	Is the sales force meeting its profit objectives?	Is the sales force working well with the marketing team?	Are sales force costs in line with sales force outcomes?	Does the sales force complete its sales reports and expense reports in a timely manner?	Does the sales force complete its sales reports and expense reports in a timely manner?
Reports are the basis on which the _____ of sales	Sales territories	Sales quoats	sales forecast	Record	Record
The control of sales operation is known as _____	Sales Planning	Sales Budget	Sales Forecast	Sales Control	Sales Control
_____ is a periodical report made by a salesperson to a manager giving details of amounts sold, existing and new accounts, etc	sales report	Sales quoats	sales forecast	expense report	sales report
_____ report measures the performance of promotional efforts.	Coupon sales report	Common sales report	Promotional sales report	The daily call report	Promotional sales report
_____ report shows the number of sales that the sales team is concluding every month and the representatives who are closing the deals. It also shows the sales trend over time.	Coupon sales report	Closed and won opportunities sales report	Promotional sales report	The daily call report	Closed and won opportunities sales report
_____ shows the number of times the sales representatives call customers, who they were talking to, what they talked about and the intended plan of action for scheduled calls.	The daily call report	Closed and won opportunities sales report	Promotional sales report	The daily call report	The daily call report
_____ keeps track of all activities that happen within the sales organization and indicates whether each sales representative is underperforming and/or meeting and exceeding expectations.	The daily call report	The productivity report	Promotional sales report	The daily call report	The productivity report
Sales managers are required to review sales reports _____	regularly	Occasionally	rarely	Infrequently	regularly
Sales report also known as _____	Sales Volume	Forecasting	navigational aide	Profit	navigational aide
Which is NOT an example of weekly sales report?	Sales Volume by channel	Revenue closed by rep	Lead-to-opportunity ratio	Number of client conversations by rep	Number of client conversations by rep
Which is NOT an example of monthly sales report?	Sales cycle length report	Number of new leads created by rep	Sales performance report	Sales & Order report	Number of new leads created by rep
_____ is information that is used to manage sales	Purchase data	Sales data	Production Data	Process Data	Sales data
Sales planning data such as market data that is used to generate _____	Sales report	Sales quoats	to identify Past sales	sales forecasts	sales forecasts
The _____ displays only the totals from the normal Sales Report.	Sales report	Sales quoats	Sales Summary	sales forecasts	Sales Summary
_____ provides standards of performance for sale force and sales team	sales manual	Sales coupon	Sales Brocuher	Sales quoats	sales manual
Sales Manual is NOT a _____	part policy	part procedures	part how-to guide	Part Sales personal details	Part Sales personal details
_____ is a seller-generated document that authorizes sale of the specified item(s), issued after receipt of a customer's purchase order.	Sales Order	Sales report	Sales quoats	Sales Summary	Sales Order
A _____ commercial document issued by the seller to the buyer when cash is received as a payment.	Cash memo	Invoice	Sales Order	Sales report	Cash memo
Periodic report is sales report prepared under _____	Only Monthly	Daily and Monthly	Weekly and Monthly	either hourly, daily, weekly or monthly	either hourly, daily, weekly or monthly
_____ consists of short-term incentives to encourage the purchase or sale of a product or service. This offers reasons to buy it now.	A segmented promotion	Publicity	A patronage reward	Advertising	Advertising
A _____ is a salesperson's write-up of his or her completed sales activity.	call plan	sales report	sales quota	call report	call report

A salesperson's compensation plan is typically made up of several elements—a fixed amount, _____, expenses, and fringe benefits.	recognition	retirement	nonmonetary rewards	a variable amount	a variable amount
All of the following are problems associated with the poor selection of salespeople except which one?	less office support	lower sales	less productivity	costly turnover	less office support
In many cases today, a major reason to adopt team selling stems from changes in _____.	customers' buying organizations	rising costs	fewer skilled salespeople	technological capabilities	customers' buying organizations
Management sets standards that state the amount each salesperson should sell and how sales should be divided among the company's products with _____.	sales goals	sales contests	sales incentives	sales quotas	sales quotas
Members of a company's _____ travel to call on customers in the field.	product sales force	complex sales force	inside sales force	outside sales force	outside sales force
Of the main consumer promotion tools, which is the most effective for introducing a new product or creating excitement for an existing one?	coupons	advertising	sampling	rebates	sampling
Sales applicants are typically not tested for _____.	organizational skills	accounting skills	personality traits	sales aptitude	accounting skills
The consultative selling approach is based on the sales person _____.	Having multiple products to sell	Assessing customer needs early in process	Using a scripted sales approach	Basing the sales pitch on price and convenience	Assessing customer needs early in process
A salesperson's personal selling philosophy is, in part, based on _____.	His or her communication style	His or her desire to be successful	Adopting a total sales concept	Adopting a marketing concept	Adopting a marketing concept
The biggest factor that has caused the strategic / consultative selling model to evolve is _____.	The requirement to increase emphasis on customer needs	Increased competition	Increased number of services	Better sales processes	The requirement to increase emphasis on customer needs
The product strategy element of the Strategic / Consultative Selling Model is most importantly based on _____.	Being a product expert	Having several product options to sell	Understanding how to create value-added solutions for customers.	Being able to adjust prices for your products	Understanding how to create value-added solutions for customers.
In today's highly competitive selling environment, a successful salesperson must absolutely master _____.	Reading spreadsheets	Bending the laws	Delivering product demos	Being a skilled influencer and negotiator	Being a skilled influencer and negotiator
Which is a good technique to manage dissatisfied customers?	Give the customer a discount	Blame someone else in your organization so the customer will feel sorry for you	Encourage the customer to voice the complaint so you can understand the issue and try to address it quickly	Immediately bring your boss in to solve the problem	Encourage the customer to voice the complaint so you can understand the issue and try to address it quickly
An example of an ideal ethical approach that a sales organization can put in place is _____.	Firing a salesperson when he breaks the rules	Establishing ethics training that includes role-plays	Outsourcing sales function to independent agents	Telling a buyer everything you don't like about a competitor	Establishing ethics training that includes role-plays
A key challenge for salespeople to develop character in today's business environment is _____.	Many companies only focus on the end result	Salespeople are morally corrupt	Many companies only focus on the end result	The pace of business has slowed down	Many companies only focus on the end result
Most salespeople that face an unethical sales leadership team will: _____.	Quit	Stay and reluctantly participate in the unethical behaviour	Blow the whistle on their bosses	Tell their customer about the unethical practices	Stay and reluctantly participate in the unethical behaviour
A salesperson sees a colleague constantly exaggerate to customers regarding the benefits of a product and then copies that behaviour. What is the best approach for the sales manager to take?	Fire the salesperson	Fire the sales colleague and fine the salesperson	Meet with both salespeople and coach them on how to behave; document approach	Do nothing, as long as results are good	Meet with both salespeople and coach them on how to behave; document approach
The most important element of making an ethical decision is: _____.	Pass out copies of "Competition Act"	Evaluate alternatives	Recognize that the ethical dilemma exists	Hire ethical people	Recognize that the ethical dilemma exists
A salesperson gives a customer a gift before a major deal to thank the customer for past business. What's the potential problem with this approach?	The buyer might not like the gift	This could be considered a bribe by the buyer	This is illegal	The salesperson will have to give the client a gift after every deal	This could be considered a bribe by the buyer
A common unethical practice by salespeople is: _____.	Showing up for work late	Lying to the sales manager	"Padding" the expense account	Using a company car after hours	"Padding" the expense account
The best way to get salespeople to conform to ethical behaviour is to _____.	Recognize and reward ethical behaviour and punish unethical behaviour.	Create a Code of Ethics	Give a senior manager the title of Senior Ethics Advisor	Bring in a motivational speaker	Recognize and reward ethical behaviour and punish unethical behaviour.
This is good example of ethical behaviour by a salesperson: _____.	Promising a buyer that your own company will buy from them if you get the deal	Pointing out that a competitor has unethical salespeople	Omitting the mandatory shipping cost from a price quote	Being truthful about competitors and focusing on your own solutions	Being truthful about competitors and focusing on your own solutions
The best approach a sales manager can take when an account is re-classified a "house account" to avoid unethical behaviour: _____.	Make sure any current deals are turned over immediately to the new salesperson	Inform the current salesperson by email to avoid a confrontation	Encourage the current salesperson to quickly close any outstanding deals any way they can	Meet with the current account salesperson to discuss the transition, determine if switch will cause a short term loss of revenue, and offer to adjust accordingly	Meet with the current account salesperson to discuss the transition, determine if switch will cause a short term loss of revenue, and offer to adjust accordingly

A common way for a salesperson to exhibit unethical behaviour is to	Blow the whistle on a co-worker cheating on expenses	Record a sales order before the deal is completely signed off	Ask a sales manager for advice on dealing with a pushy customer	Booking a doctor's appointment during work hours	Record a sales order before the deal is completely signed off
The sales team wants to increase their sales margins. They approach some competitors to set prices higher than they should be. This is called:	Price discrimination	Price fixing	Price dumping	Pyramid selling	Price fixing
A salesperson is pressuring a retail distributor to purchase another of their company's product and they make this a condition of getting the product requested. This unethical practice is called:	Refusal to deal	Referral selling	Tied selling	Misleading selling	Tied selling

Register No.:.....

[16CCU603B]

KARPAGAM ACADEMY OF HIGHER EDUCATION

(Deemed to be University)

(Established Under Sec.3 of UGC Act, 1956)

Coimbatore – 641021

(For candidates admitted from 2016 onwards)

CONTINUOUS INTERNAL ASSESSMENT – I

B.COM COMPUTER APPLICATION

SIXTH SEMESTER

PERSONAL SELLING AND SALESMENSHIP

Time: 2 Hours

Date: 18.12.18

Maximum: 50 Marks

Session : FN

PART – A (20X1=20)

Answer All the Questions

1. The selling concept by which sellers and buyers come in direct contact is _____
 - a) Sales promotion
 - b) Personal selling
 - c) Public relation
 - d) Promotion mix
2. A strategy involves convincing trade intermediary channels members to _____ the product to the ultimate consumers.
 - a) Push
 - b) Pull
 - c) Mixed
 - d) Price
3. Salespeople who sell their product directly to the customers on telephone is called _____
 - a) Outside sales force
 - b) Inside sales force
 - c) Telemarketing
 - d) Team selling
4. While developing _____ salesperson must know about the characteristics desired of the salespeople by buyers.
 - a) Presentation skills
 - b) Selling skills
 - c) Personal selling skills
 - d) Marketing skills
5. _____ is the most effective promotional tool in making buyers preferences, convictions and most importantly actions.
 - a) Personal selling
 - b) Promotion mix
 - c) Dealers promotion method
 - d) Sales promotion
6. _____ the order getter is responsible for what is sometimes called creative selling.
 - a) Order Takers
 - b) Order Getters
 - c) Support Personnel
 - d) Takers

7. _____ are aids to effective motivation.
 - a) Sales compensation plans b) Sales quota
 - c) Sales budget d) Sales Territory
8. _____ is the estimation of the future sales of an enterprise.
 - a) Sales planning b) Sales budget
 - c) Sales forecasting d) Sales quota
9. _____ is a free product given to customers to encourage trials.
 - a) Rebate b) Coupons c) Samples d) Premiums
10. _____ is an important tools of promotional mix
 - a) Personal selling b) Advertising
 - c) Sales promotion d) Public relation
11. _____ motives persuade a person to buy products from a particular manufacturer or trader.
 - a) Patronage Motive b) Product Motives
 - c) Internal Motives d) Inherent Motives
12. Maslow's Need Theory is based on_____
 - a) Organizational needs b) Market needs
 - c) Human needs d) Government needs
13. At the top of Maslow's hierarchy of needs (shown as a pyramid in the text) are _____ needs.
 - a) Esteem b) self-actualization c) social d) safety
14. The energizing force that activates behaviour and provides purpose and direction to that behaviour is known as _____.
 - a) Motivation b) personality c) emotion d) perception
15. What is the least pressing in Maslow's Hierarchy of Needs?
 - a) Self actualization b) safety needs
 - c) physiological needs d) social needs
16. A good synonym for motive is a(n) _____.
 - a) omen b) Need c) Drive d) cue
17. _____ describes changes in an individual's behaviour arising from experience.
 - a) modelling b) motivation
 - c) perception d) learning

18. Even though buying roles in the family change constantly, the _____ has traditionally been the main purchasing agent for the family.
a) wife b) husband c) teenage children d) grandparent
19. Kelly is hungry, and this inner force is making him search for the type of food he wants to eat. He decides that an Arby's roast beef sandwich will satisfy his hunger. This inner force that is compelling him to search for food is known as a(n) _____.
a) motive b) personality trait c) emotion d) perception
20. Maslow's hierarchy of needs includes all EXCEPT which of the following?
a) cognition b) physiological c) safety d) belongingness

PART – B (3X2=6Marks)
Answer All the Questions

21. Define personal selling.
22. Who is said to be service salesman?
23. What do you understand from the term buying motive?

PART – C (3X8=24Marks)
Answer All the Questions

24. a. What are the main functions of personal selling? Describe the changing face of personal selling in the modern scenario.

(OR)

- b. Salesmanship is an art or science? Explain.

25. a. What are qualities required to become a good sales man?

(OR)

- b. Discuss the various myths of selling with an example

26. a. Describe the types of buying motive.

(OR)

- b. Analyze Maslow's need hierarchy theory of motivation with a suitable example.