PERSONAL SELLING

Key idea:
Highly human-intensive activity to create customer value

Empowered by technology – EDI, Internet, video-conferencing, telephone

Critical link between firm & customers

Salesperson is the face of the company
RELATIONSHIP SELLING

Building ties to customers
→ attention & commitment to customer needs over time

→ mutual respect & trust

→ create long-term customers, not one shot

MISSIONARY SELLING

Do not sell; promote product; persuade adopters

THE SELLING PROCESS –

SALES MANAGEMENT

Managing the salesforce and the selling effort

1. sales plan formulation

2. sales plan implementation **

3. evaluation and control of the salesforce
SALESFORCE = AS GOOD AS PEOPLE

a. Salesforce recruitment & selection
   - job analysis $\rightarrow$ job description (clarity)

b. Salesforce motivation & compensation

c. Salesforce evaluation & control: results
JOB DESCRIPTION

1. who SP reports to
2. how a SP interacts with other personnel
3. the customers to be called on
4. specific activities to be carried out
5. the physical/mental demands
6. the types of products/services to be sold
WHAT MAKES A GOOD SALESPERSON?

1. imagination & problem solving ability
2. honesty
3. intimate product knowledge
4. attentiveness & responsiveness
5. good follow-up

EMOTIONAL INTELLIGENCE
http://ei.haygroup.com/about_ei/