Chapter Objectives

To examine the scope, importance, and characteristics of personal selling
To study the elements in a personal selling plan
To examine the scope, importance, and characteristics of sales promotion
To study the elements in a sales promotion plan

Types of Promotion

- Advertising
- Public Relations
- Sales Promotion
- Personal Selling

The Buyer-Seller Dyad

Good communication is a key to successful marketing, and it is particularly important for positive personal selling results. The buyer-seller dyad is flexible and efficient, closes sales, and provides feedback.

1. Salesperson determines consumer needs.
2. Salesperson presents information and answers consumer questions.
3. Salesperson and consumer conclude transactions.

Developing a Personal Selling Plan

1. Setting Objectives
2. Assigning Responsibility
3. Establishing Budget
4. Determining Types of Salaries
5. Selecting Salespeople
6. Outlining Sales Tasks
7. Applying the Plan

Personal Selling Plan: Setting Objectives

Selling goals can be demand and/or image-oriented.
- When image-oriented, they involve public relations.
- Although many firms have some interest in information, reminder, and image goals, the major goal usually is persuasion: converting consumer interest into a sale.
**Personal Selling Plan: Assigning Responsibility**

1. Setting Objectives
2. Assigning Responsibility
   - Sales Manager Responsibilities
     - Understand goals and strategies of firm
     - To determine sales philosophy
     - To prepare sales forecasts
     - To allocate resources
     - To supervise sales personnel
     - To synchronize selling tasks
     - To assess all aspects of sales performance
     - To monitor competition’s actions
     - To maintain ethical standards
     - To convey the image sought by firm

**Personal Selling Plan: Budgeting**

1. Setting Objectives
2. Assigning Responsibility
3. Establishing a Budget
   - The sales expense budget allocates costs among salespeople, products, customers, and geographic areas for a given period. It is usually tied to a sales forecast.
   - Budget items include sales forecast, overhead, sales force compensation, travel expenses, sales meetings, selling aids, and sales management costs.

**Personal Selling Plan: Sales Positions**

1. Setting Objectives
2. Assigning Responsibility
3. Establishing a Budget
4. Determining Types of Sales Positions
   - Salespeople are often classified as order takers, order getters, or support personnel.

**Personal Selling Plan: Sales Technique**

1. Setting Objectives
2. Assigning Responsibility
3. Establishing a Budget
4. Determining Types of Sales Positions
5. Selecting a Sales Technique
   - Two basic techniques for selling are the canned sales presentation (memorized and repetitive), and the need satisfaction approach (that is customized to individual consumer attributes).

**CONTRASTING Order Takers and Order Getters**

- **Order Takers**
  - Process routine orders and reorders
  - Provide clerical functions
  - Handle pre-sold items and maintain sales
  - Arrange displays, restock items, answer simple questions, & complete transactions
  - Require little training and compensation
  - Have limited expertise and enthusiasm
- **Order Getters**
  - Generate customer leads and persuade consumers
  - Are creative
  - Handle high-priced/complex items
  - Are less involved with routine tasks
  - Require a lot of training and compensation
  - Are highly expert and enthusiastic

**Personal Selling Plan: Sales Tasks**

1. Setting Objectives
2. Assigning Responsibility
3. Establishing a Budget
4. Determining Types of Sales Positions
5. Selecting a Sales Technique
6. Defining Sales Tasks
   - The selling process outlines the sequential tasks sales personnel should perform.
The Selling Process

Prospecting for Leads → Approaching Customers → Determining Customer Wants → Giving a Sales Presentation → Answering Questions → Closing the Sale → Following Up

Personal Selling Plan: Applying the Plan

1. Setting Objectives
2. Assigning Responsibility
3. Establishing a Budget
4. Determining Types of Sales Positions
5. Selecting a Sales Technique
6. Outlining Sales Tasks
7. Applying the Plan

Sales Management involves planning, implementing, & controlling the personal sales function.

Feedback

Sales Promotion

Sales promotion activities are important to build traffic, attract attention, generate increased sales, create excitement, and create a competitive advantage. Sales promotion activities worldwide are at their highest levels.

Developing a Sales Promotion Plan

1. Setting Objectives
2. Assigning Responsibility
3. Outlining the Overall Plan
4. Selecting Types of Sales Promotion
5. Coordinating the Plan
6. Evaluating Success or Failure

Feedback

Sales Promotion Plan: Setting Objectives

Sales promotion goals are usually demand-oriented, and may be related to channel members and final consumers with the following objectives.

Channel Members
- Gain distribution
- Receive shelf space
- Increase dealer enthusiasm
- Raise sales
- Get promotion co-op money

Final Consumers
- Increase brand awareness
- Do more product trials
- Increase purchases
- Undertake repurchases
- Engage in impulse sales
- Supplement other offers

Sales Promotion Plan: Assigning Responsibility

Responsibilities are often shared by advertising and sales departments. Firms work jointly with, and often hire, outside experts for special events, shows, coupons, contests, print materials, demonstrations, and cooperative sales promotion events.

Feedback
Sales Promotion Plan: Overall Plan

1. Setting Objectives

2. Assigning Responsibility

3. Outlining the Overall Plan

The sales promotion plan outline includes:
- Budget decisions
- The orientation: channel members or final consumers
- Conditions: eligibility requirements for participants
- Media: types of vehicles to be used
- Duration and timing of events
- Co-op support: costs and benefits

Sales Promotion Plan: Types of Promotion (1)

1. Setting Objectives

2. Assigning Responsibility

3. Outlining the Overall Plan

4. Selecting Types of Sales Promotion

Channel Member Promotions:
- Trade shows/meetings
- Training
- Trade allowances
- Special offers
- Point of purchase displays
- Push money
- Sales contests
- Free merchandise
- Etc.

Sales Promotion Plan: Types of Promotion (2)

1. Setting Objectives

2. Assigning Responsibility

3. Outlining the Overall Plan

4. Selecting Types of Sales Promotion

Final Consumer Promotions:
- Coupons
- Refunds or rebates
- Samples
- Contests/Sweepstakes
- Bonus Packs or multipacks
- Shoppers or exhibitors
- Point of purchase displays
- Etc.

Sales Promotion Plan: Coordination

1. Setting Objectives

2. Assigning Responsibility

3. Outlining the Overall Plan

4. Selecting Types of Sales Promotion

5. Coordinating the Plan

Advertising and sales promotion plans must be integrated; the sales force should be informed and trained; publicity must be generated; and sales promotion should be consistent with channel member activities.

Sales Promotion Plan: Evaluation

1. Setting Objectives

2. Assigning Responsibility

3. Outlining the Overall Plan

4. Selecting Types of Sales Promotion

5. Coordinating the Plan

6. Evaluating Success or Failure

Feedback

Chapter Summary

- This chapter examines the scope, importance, and characteristics of personal selling.
- It studies the elements in a personal selling plan.
- It looks at the scope, importance, and characteristics of sales promotion.
- It presents the elements in a sales promotion plan.