

# Personal selling



**SLEZSKÁ  
UNIVERZITA**

OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

**Ing. Veronika Kopřivová, Ph.D.**  
Marketing Communication



**1 Personal selling**

**2 Cycle of personal selling**

**3 Organizing sellers**

**4 Psychology of personal selling**

# 1 Personal selling

---



- Personal selling evolved from one-off sales to relational marketing, thus creating long-term relationships with customers.
- Changes in technology have allowed personal sales shift to greater speed and convenience.



# Personal selling

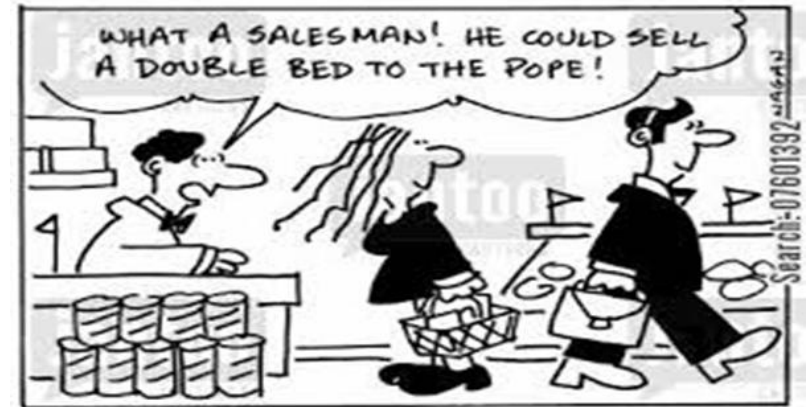
---



- As old as commerce itself.
- A process of influencing customer through the personal contact.
- Oral communication with potential buyers of a product with the intention of making a sale.
- A promotional method in which one party (seller) uses skills and techniques for building personal relationships with another party.
- Often companies try to make customers aware of a new product.



- To change preferences, stereotypes and habits of consumers.
- Capable to be much more effective than conventional advertising and other marketing communication tools, much more limited and mainly very expensive in the calculations.
- 68% of B2B customers are lost due to indifference or perceived apathy rather than mistakes.



# Personal selling involves

---

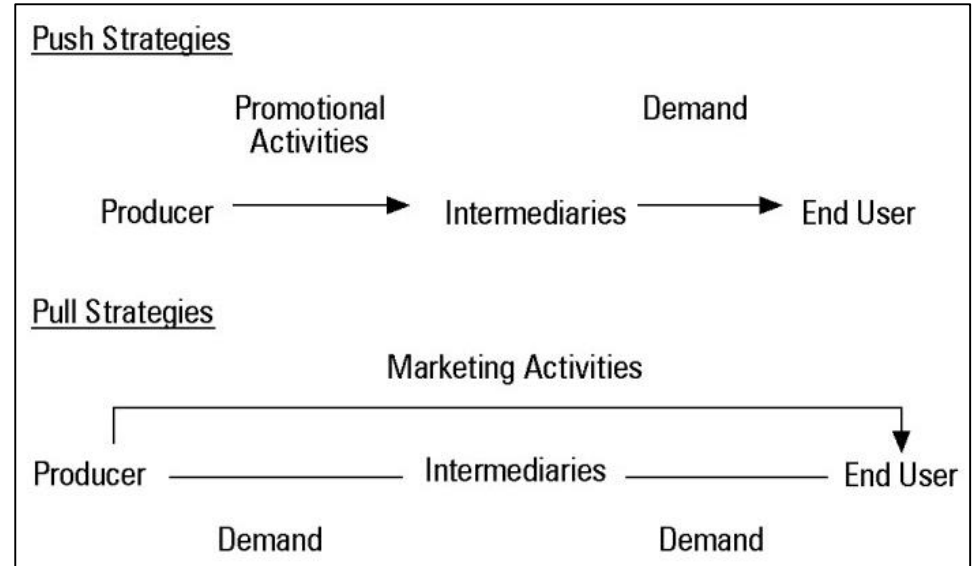


- **selling on the business markets,**
- **selling to the commercial organizations,**
- **selling on the consumer markets.**

# Sales force



- Personal selling is one of the oldest forms of promotion.
- Involves the use of sales force to support:
  - **push strategy** (encouraging to buy) or
  - **pull strategy** (role of sales limited only to supporting retailers or providing after-sales services).



# Six main activities of sales force



- **Prospecting**
- **Communicating**
- **Selling**
- **Servicing**
- **Information gathering**
- **Allocating**



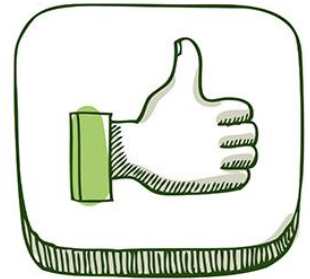


# Advantages of personal selling

---



- **Face-to-face activity** (= two-way form of communication) – high degree of personal attention.
- Sales message could be **customized** – meet the customer's needs.
- Possibility to **answer immediately** the customer questions (including feedback).
- Way how to get across **large amount of** technical or other complex product **information**.
- Gives the chance to **demonstrate** the product.
- Opportunity to **build good long-term relationships**.



# Disadvantages of personal selling

---



- Costs of employing a sales force (good) sales people are expensive.
- Seller can only (usually) talk to one customer at a time.
- The degree to which the personal selling is misunderstood.



# Types of personal selling

---



- **Retail sales**
- **Order sales**
- **Missionary sale**
- **Creative selling**
- **Retail**
- **Business-to-business sales**
- **Professional sales**



**“It’s a lovely diamond, but I told you to engage the client.  
I didn’t tell you to get engaged to the client.”**

## 2 Cycle of personal selling

---



- System of steps in defined sequence, which have to be realized to reach the seller's goal = to sell.
- The aim of selling conversation is: establishing, maintenance and expansion of long-term and mutually profitable relationships.

# Cycle - briefly

---



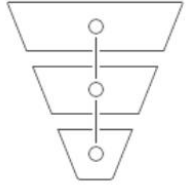
- Research of potential customers, information, samples etc.
- Contact (necessary - meeting agreed in advance).
- Presentation – information (esp. technical inf.) about the product.
- Answering questions and objections.
- Conclusion – issuing of order, signing of contract etc.
- Next contact.

# Stages of a sales process

---

- **Attention** (Prospecting, Pre-Approach)
    - Identification and estimation of potential customers
    - The first contact with the customer
    - Schedule preliminary testing
  - **Interest** (Approach, Presentation)
    - Presentation - description of product properties and their relation to customer needs
  - **Demand** (Handling Objections)
    - Product demonstration / services on site
    - Resolve customer objections
  - **Action/behaviour** (Closing, Follow-Up)
    - Closing of the transaction, the customer's statement of intent to purchase a product
    - Aftersales activity of the seller to ensure repeat purchases, early customer loyalty, enhancing satisfaction with the purchase
- 

Sales Process



The specific steps employed by sales to close a new customer.

# Personal selling is used for:

---



- **Building Product Awareness** (to educate customers on new product offerings).
  - **Creating Interest** (communication is a natural method to get the first experience with product).
  - **Providing Information** (large part of conversation focuses on product information).
  - **Stimulating Demand** (convince customer to make a purchase).
  - **Reinforcing the Brand** (long-term relationships, regular communication).
-

# Who is the customer?

---



- **Current** customer (customer) – already existing contact.
- **Prospective** customer (prospect) – customer with the demand (need) which could be supplied by our product.
- **Suspect** customer (suspect) – customer who could need our product, but is not conscious of it yet.



# Presentation mix

---



- Persuasive communication
- Customer's involvement
- Proofs
- Visualization
- Dramatization
- Demonstration

# Objections

---



- Your products are too expensive.
- Product of company X is better.
- Your competitors are cheaper.
- Your product is completely new for us.
- I need the additional time to decide.
- I need to advice about it with Mr. X.
- We don't have any budget left.
- It's just not important right now.





- Method of boomerang – to modify the objection into an advantage.
- To create a question from the objection and let customer agree with it.
- Third person – refer to a third person experiences with the product.

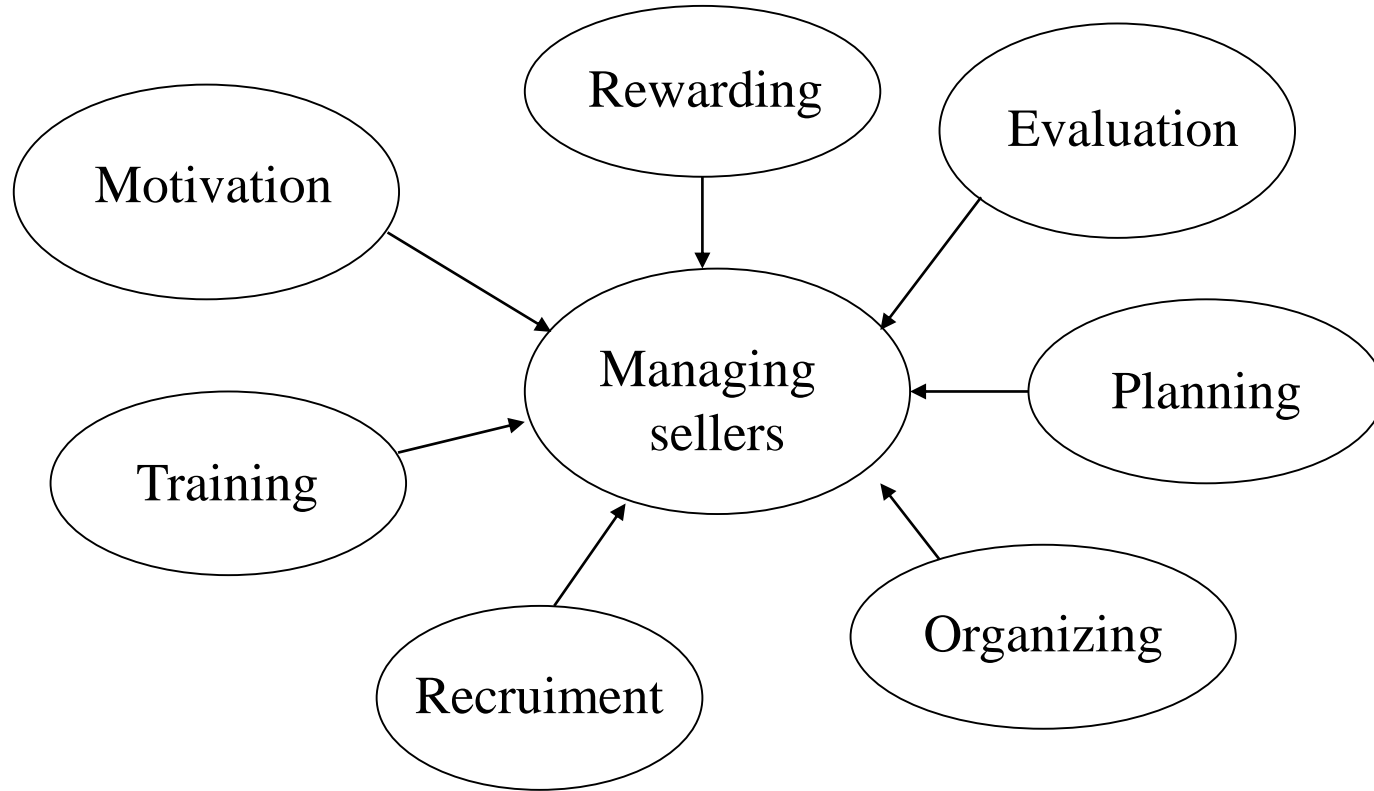
# DO or NOT to do?

---



- ✓ Maintain a positive attitude and be enthusiastic.
- ✓ Remember that objections are a natural part of the sales process and should not be considered as a personal affront.
- ✗ Tell the customer that they are wrong.
- ✓ Maintain good eye contact, even when under fire.
- ✗ Say anything negative about your product or service.
- ✗ Lose your cool with the customer.
- ✗ Let an objection go by without an answer.
- ✓ Listen closely to an objection.
- ✗ Tell the customer, “You don’t understand.”
- ✗ Argue with a customer.
- ✓ Acknowledge the objection and then give your point of view.
- ✗ Knock the competition. That takes the focus off you and your company, and you never want to do that.
- ✗ Say anything negative about your company.
- ✓ Prepare to prove your position with testimonials, references, and documentation.
- ✗ Lie to a customer.
- ✗ Be defensive. That’s not a positive approach to an objection.

# 3 Organizing sellers



# The sellers should

---

- Influence the customers in their decision making.
  - Mediate the information to both sides (to customer and also feedback to producer).
  - Present the products.
  - Provide the services.
  - The sales person = the company.
- 



- **Order getters** – seller is actively engaged in using his skills to obtain the orders.
  - **Order takers** – the greatest number of sellers are order takers. They primarily assist customers in way which is less assertive than order getters use.
  - **Order influencers** – concentrate on activities that targets those people who influence purchases of final customers (missionary salesperson – for example pharmaceuticals: sellers discuss products with doctors (influencers) who write the prescriptions).
  - **Sales support** – assist with selling activities to other sales professionals.
-



- **Diction competences**
    - Content and formulation
    - Language skills
    - Articulation
  - **Behaviour (style)**
    - Establishing of contacts
    - Adaptability, modern image
    - Gesture in communication
  - **Tact**
    - The „art“ of listening
    - Pragmatism
    - Representing of estimated role (during the conversation)
-





- **Cogency**
  - Product knowledge
  - Trust in quality of the offer
  - Effective argumentation
  - Demonstration
- **Capability to Influence**
  - Knowledge of psychology of sales
- **Self-control**
  - Objectivity in analyses
- **Capability of Observation**
  - Sensitivity



- **Initiative**
    - Active attitude, own ideas
    - Independency
  
  - **Opinion**
    - Abstract thinking
    - Rational behaviour
  
  - **Self-confidence**
    - Self-understanding
    - Knowing the edges of his own possibilities, resistivity in extreme situation
-

# Sellers characters 2

---



- **Sense for doing business**
    - Empathize to client's position
    - „Sixth sense“ for consideration of sales opportunities
  - **Directness and sincerity**
    - Ego-involvement
    - Helpfulness to clients aims
  - **Self-criticism**
    - Identification and elimination of own mistakes
  - **Happiness of agreed contract**
    - Aim to close the client's agreement
-

# Structuring of sellers

---



- **Geographically:** based on geographical division. Each seller has the area where he offers all products of the company.
- **Product orientation:** based on allocation of the seller to exact product or produce range – the advantage: specialization.
- **Orientation to customer:** based on the contact with selected customers. Seller offers them the whole range or products.
- **Functional specialization:** based on functions/activities - the sales are divided into several activities, the sellers are specialized to some activity.

# Multilevel marketing – MLM

---



SLEZSKÁ  
UNIVERZITA  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

- Direct sales using the distribution net of independent distributors, which step by step recruit, train and motivate other sellers.
- Advantage: low starting costs.
- For example: Amway, Avon, Oriflame.



# 4 Psychology of personal selling



- Communication: VERBAL x NONVERBAL
- Incongruence – clash between verbal and nonverbal communication.
- Nonverbal communication is the process of transmitting messages without spoken words, sometimes called body language.

VERBAL  
COMMUNICATION

NON VERBAL  
COMMUNICATION



VS

Non-verbal communication



# The forms of non-verbal communication

---



- **Kinesics**
- **Chronemics**
- **Paralanguage**
- **A gesture**
- **Face-play**
- **Oculesics**
- **Haptics**
- **Proxemics**

# Positive aspects of body language

---



- Smile
- Expressing interest
- Adequate eye-contact
- Sufficient loudness, voice accent
- Open attitude
- Gesture of hands support the meaning of speech



# Negative aspects of body language (inferior)

---



- Uncertain voice
- Fearful expression
- Avoiding eye-contact
- Defensive position of hands and legs
- Covering mouth by hand
- Too big distance

# Negative aspects of body language (superior)

---



- Incompromising voice
- Quick speech
- Extreme face expression
- Abnormal eye-contact
- Dominant posture
- Penetration to personal distance

# Can you guess the feeling according to face-play?



SLEZSKÁ  
UNIVERZITA



1



2



3



Anger



Joy



Surprise



4



5



6



Disgust



Sadness



Fear



**Thank you for your attention! 😊**