

Importance of personal selling in marketing

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Personal selling is a face-to-face sales presentation to a prospective customer. Personal selling provides a detailed explanation or demonstration of the product. This capability is especially desirable for new goods and services.

In modern marketing practice, personal selling has more important role to play. for many consumer products like pharmaceuticals, Home appliances, Cosmetics, Publications etc., salesmanship is considered as an indispensable technique to promote product.

Many companies enjoy a strong position in market only due to effective personal selling. Salesman can personally attend each customer to convince as well to solve problems. Personal selling not only important to sell the product but also to attract more consumer and to create permanent customers.

Following points explain the importance of personal selling:-

- **Personal attention:-** Personal selling focuses on personal problems and objection of customer. Advertising and publicity are among mass communication tools. They do not cater individual needs so personal selling is comparatively more effective and result-oriented.
- **Goal-Oriented Activity:-** This is the one of the importance of personal selling and it means that the ultimate objective of personal selling activity is that all the sales activities right from prospecting, approach, pre-approach, demonstration and presentation, closing, follow-up are attained in a synchronous manner and ultimate objective of revenue generation is possible.

- **Two way communication:-** Personal selling is best tools for two-way communication. salesman can provide necessary information to customer about company's offer, and also can collect information from customer. customer can actively with salesman to solve his doubts and objections
- **Individual services:-** salesmanship offers individual services. It can meet personal expectation of buyer. It leads to customer satisfaction.
- **Detail demonstration :-** Television advertisement, demonstration is not possible. however television demonstration is much limited. Salesman can provide a detail demonstration and can supervise when customer is making the actual use of products.
- **Flexibility:-** Sales presentation can easily modifies according to situation to suit individual nature , motives and problems.
- **Complementary to other promotional tools:-** Personal selling can support sales promotion , advertising and publicity. Advertising increase awareness while personal reinforces the advertising message. Personal selling can removes the drawbacks of sales promotion and advertising. It can make sales promotion tools more effective by personal guidance.
- **Helps in identifying needs:-** Personal selling help in identifying the needs of the customers so the can be satisfied by getting best products. Identifying needs is important for sales promotion.
- **Latest market Information:-** In personal selling customers are provided information regarding availability and shortage of product. It is helpfull for introduction of new product in the market.

- **Employment opportunities :-** It provide opportunity to unemployed people to work as sales person for earning income.
- **Immediate feedback:-** This is the only market promotion technique that provides an immediate feedback. At the end of every call/visit, a salesman can easily judge whether the customer is interested or indented to buy.
- **Customer confidence:-** By systematic sales talk and presentation, a capable salesman can remove all doubts, quarries, objections and misunderstandings, and can win customer's confidence. It increases customers' faith in company and its offers.
- **Triple rewards:-** Salesmanship offers triple rewards. It benefits all parties, including customer, salesman, and company. Customer is satisfied with products and services; salesman can achieve his targets; and company can improve its market share and profits.
- **Improving image:-** Note that salesmanship can remove bad image or misunderstanding by highlighting company's Achievements and offers. The detailed explanation about company and its products removes all doubts and misunderstandings. It helps in restoring company image and reputation in market.
- **Sales promotion:-** Sales promotion is one of the four aspects of promotional mix. (The other three parts of the promotional mix are advertising, personal selling, and publicity/public relations.) Media and non-media marketing communication are employed for a per-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include:

- **It results in actual sales:-** Advertising and sales promotion techniques can only attract attention and arouse desire. By themselves they cannot create actual sale. Personal selling in most cases leads to actual sale.

- **Expert advice:-** Expert advice and guidance can be provided to the customers while purchasing various goods and services.

- **Product Standardization:-** Personal selling ensures uniformity in consumption by selling standardized products.

Conclusion:-

Personal selling is an important technique for sales promotion, effective personal selling addresses the buyer's needs and performances without making him or her feel pressured. Salesman provides information about the various features and advantages of his product as well as about market developments. In the personal selling immediate feedback of customer is possible. At modern age personal selling is important technique in the marketing of goods, services and products.