

DEPTT.OF COMMERCE

SEM III

**SUBJECT SELLING AND
ADVERTISING**

TOPIC SELLING

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Definition:-

According to Cooper:-

an
people

attempt to
to people to
buy

Salesmanship is
introduce
product.

Personal Selling

Definition:-
thing

According to American Marketing Association

It is the oral presentation in a conversation with one or more prospective customers or the purpose of making sale. It is the availability to persuade people to buy goods & services at a profit to the seller and benefit to the buyer.

Importance

Several Importance

Two way Personal

communication.

Attention.

Attraction.

Demonstration to other promotion

Complementary

Feedback.

Immediate Flexibility

services Confidence.

Individual Customer

to businessmen.

Importance

Promotional tools.

Effective Flexible

Tool. wastage of affects.

Minimize Customer

Attention.

Lasting

Relationship.

Role Link

in introductory stage to customers.

Importance to customer

Helps in identifying its. Latest Expert Advice. Inform

Selling is the act
persuading or to buy
customer or service in
not

Kinds of Sales Man

On the Basis of Employee

Manufacture's Sales man.

the basis of Activities