

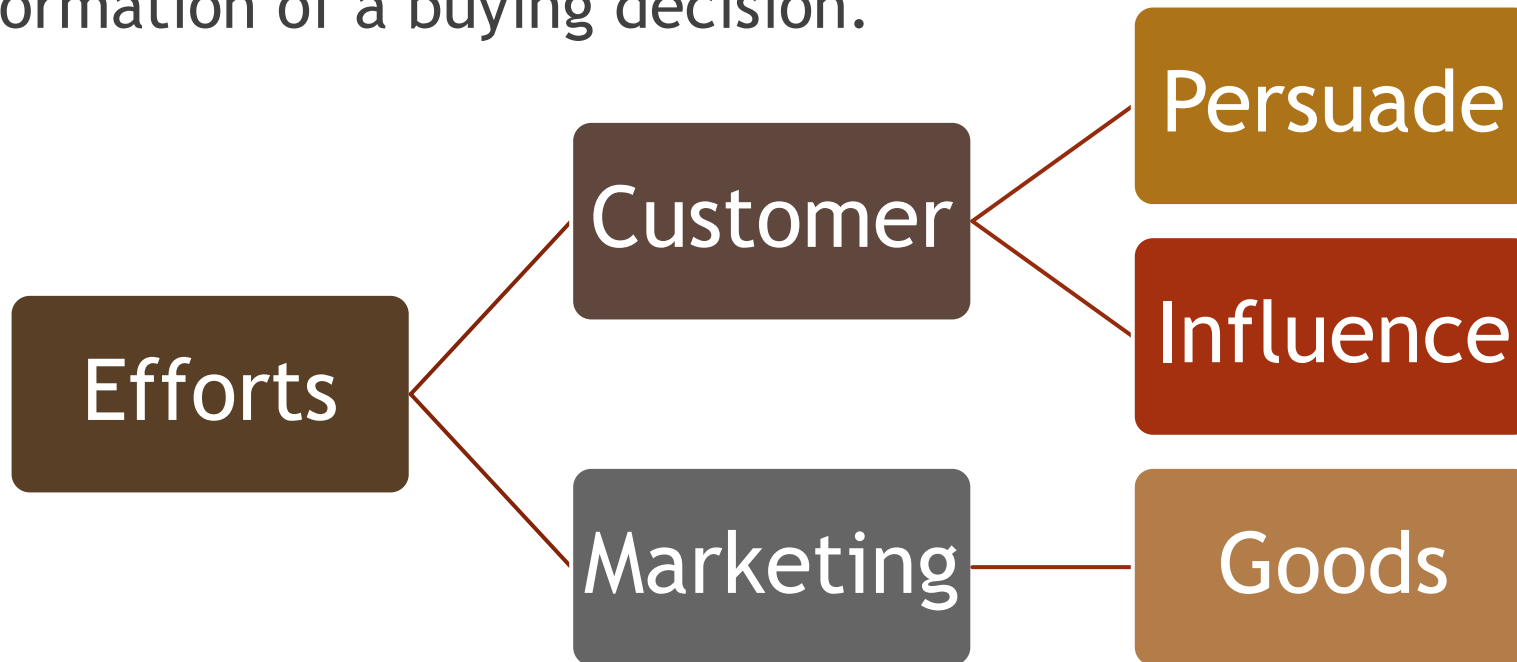
SALESMANSHIP

By: Mrs Sarita Khurana

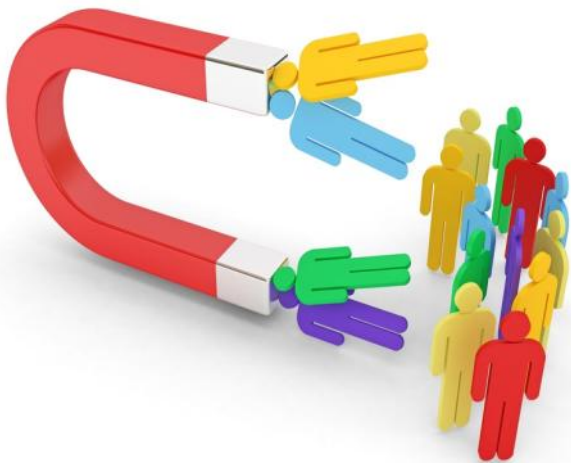


SALESMANSHIP

- ▶ Salesmanship is seller-initiated effort that provides prospective buyers with information and motivates or persuades them to make favourable buying decisions concerning the seller's products or service. It is a direct, face-to-face, seller-to-buyer influence which can communicate the facts necessary for marketing a buying decision; or it can utilize the psychology of persuasion to encourage the formation of a buying decision.



IMPORTANCE OF SALESMANSHIP



TYPES OF SALESMEN

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graph TD; Root[TYPES OF SALESMEN] --- M[Manufacturers salesmen]; Root --- W[Wholesalers salesmen]; Root --- R[Retail salesmen]; Root --- S[Speciality salesmen]; M --- M1[Missionary salesmen]; M --- M2[Merchandising salesmen]; M --- M3[Dealer servicing salesmen]; M --- M4[Sales promotion salesmen]; M --- M5[Technical salesmen]; M --- M6[Trade salesmen]; R --- R1[Counter salesmen]; R --- R2[Travelling salesmen]; S --- S1[Product/service salesmen]; S --- S2[Door to door salesmen];
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Manufacturers salesmen

Wholesalers salesmen

Retail salesmen

Speciality salesmen

- ❖ Missionary salesmen
- ❖ Merchandising salesmen
- ❖ Dealer servicing salesmen
- ❖ Sales promotion salesmen
- ❖ Technical salesmen
- ❖ Trade salesmen

- ❖ Counter salesmen
- ❖ Travelling salesmen

- ❖ Product/service salesmen
- ❖ Door to door salesmen

1. MANUFACTURER'S SALESMEN

They are those types of salesman who deal in industrial goods. Some of them specialize in pioneering new products and brands.

MISSIONARY SALESMEN

They work through wholesalers, jobbers and distributors and try to build up goodwill of firm.



MERCHANDISING SALESMEN

These salesman assist dealers in increasing their sales by arranging world wide publicity.



DEALER SERVICING SALESMEN

These salesman are regularly called by retailers and get large orders by showing samples.



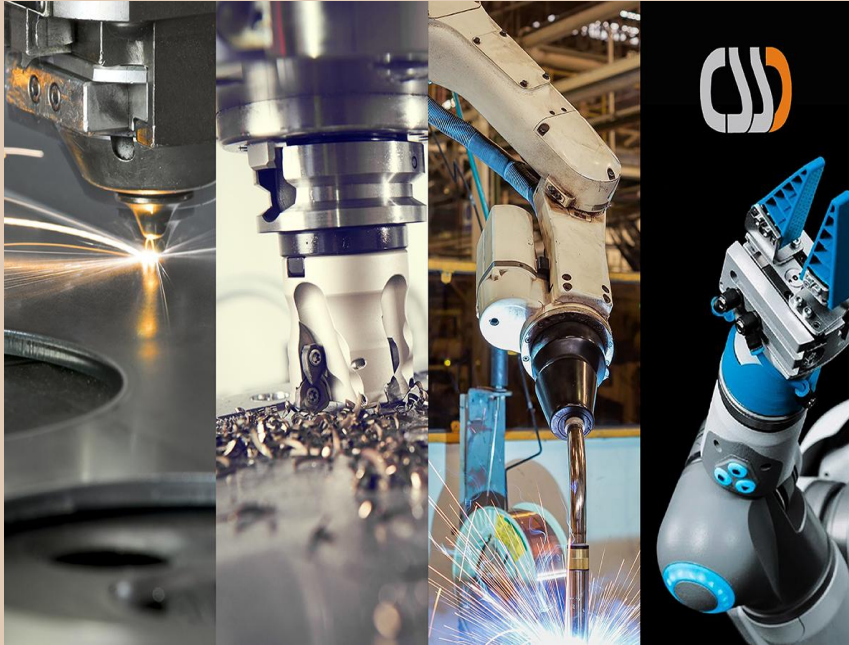
SALES PROMOTION SALESMEN

These salesman specialize in sales promotion than in taking on the spot order.



TECHNICAL SALESMEN

Such salesman are highly trained technical personnel who provide technical assistance to customers.



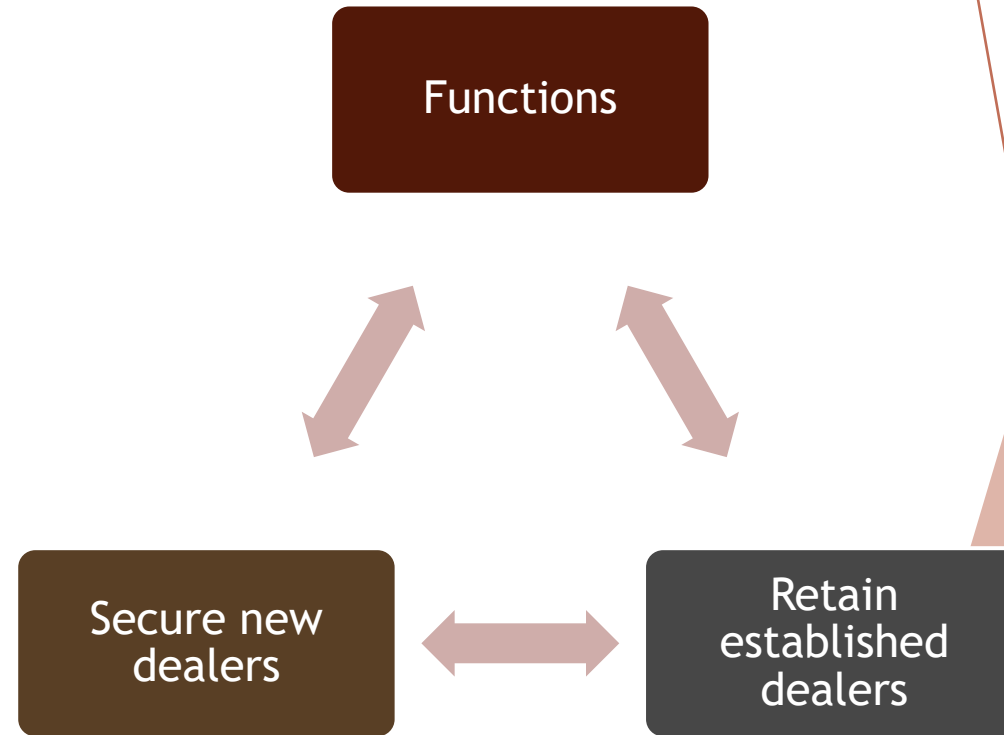
TRADE SALESMEN

Such salesman promote products within retail stores. They perform order taking functions.



2. WHOLESALER'S SALESMAN

These are also known as merchant salesmen. They work for wholesalers and distributors. They serve many retailers by calling them at regular intervals and getting orders from them.



3. RETAIL SALESMEN

They work in retail shops. When they work behind the counters they are called counter salesman and when they work outdoor to create demand for goods they called travelling salesman.

COUNTER SALESMAN



TRAVELLING SALESMAN



4. SPECIALITY SALESMEN

These salesmen specialize in introducing new products or innovations in the market. They represent a single product line.

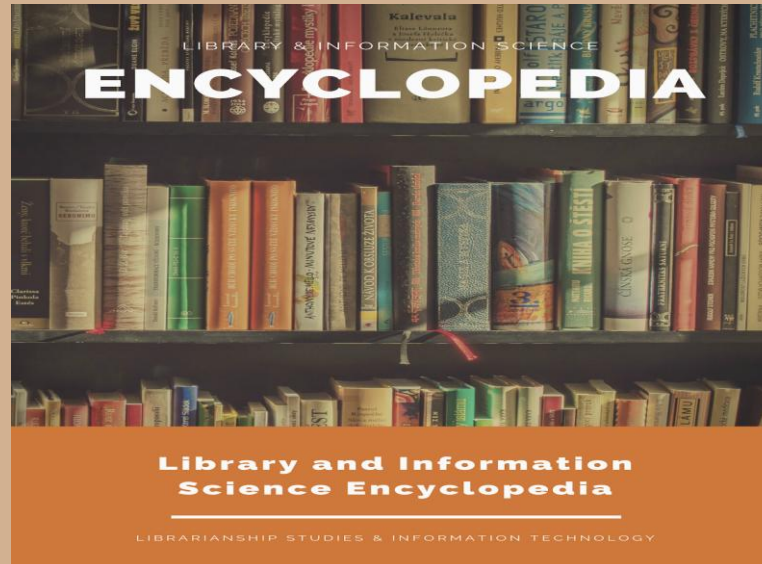
PRODUCT OR SERVICE SALESMEN

These are specialized in selling products used in offices and factories and also selling in services.

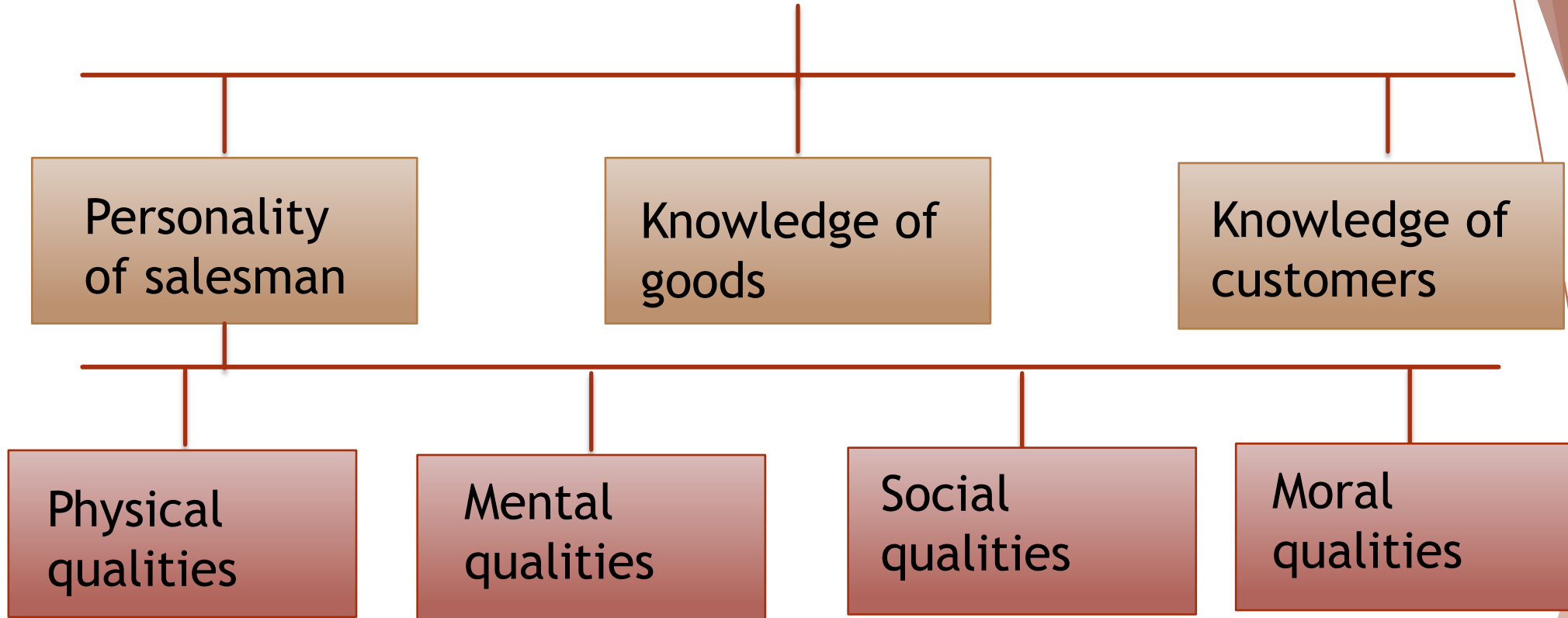


DOOR TO DOOR SALESMEN

They visit buyers either in homes or offices and persuade them to purchase products.

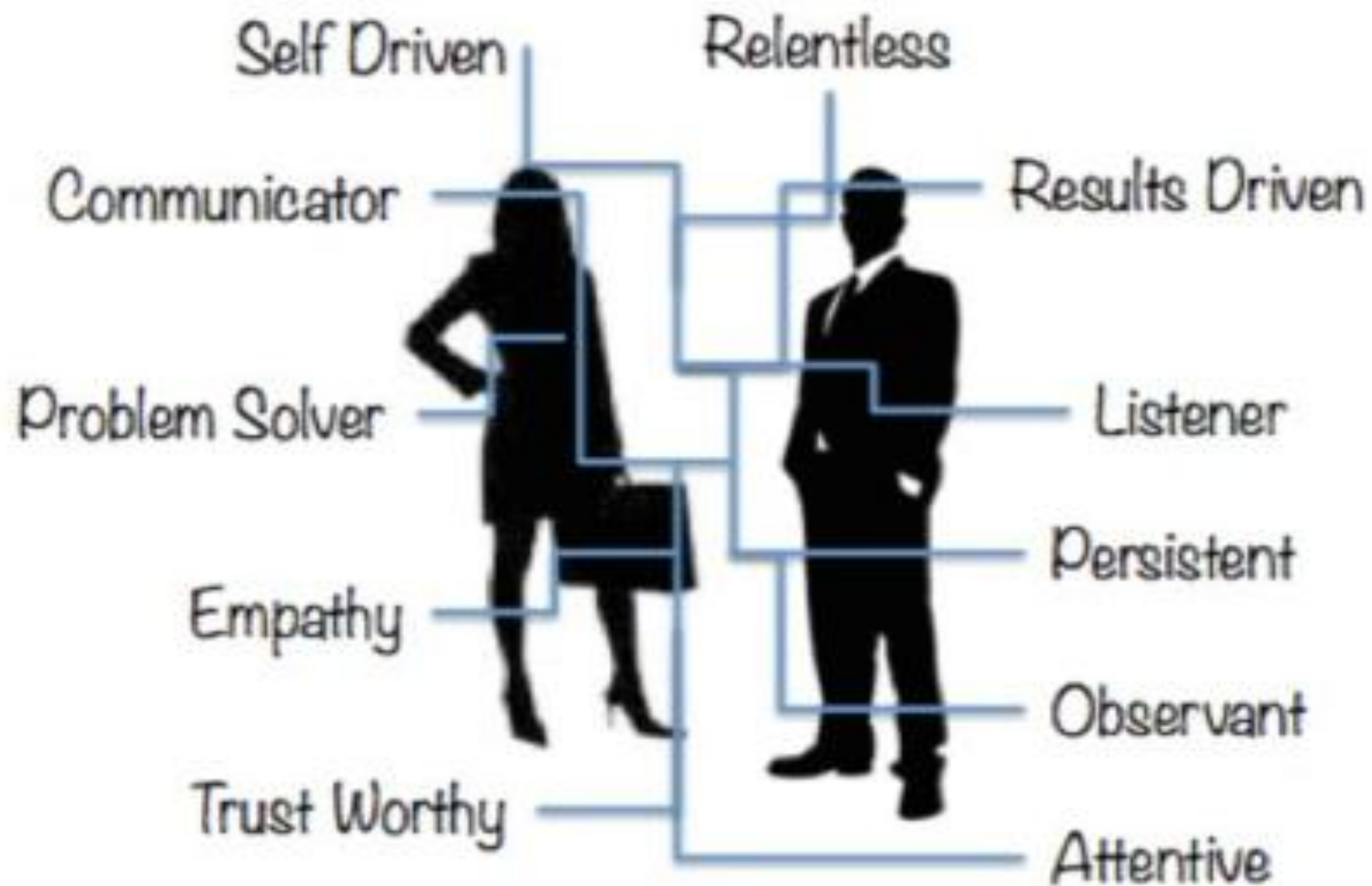


QUALITIES OF A GOOD SALESMAN

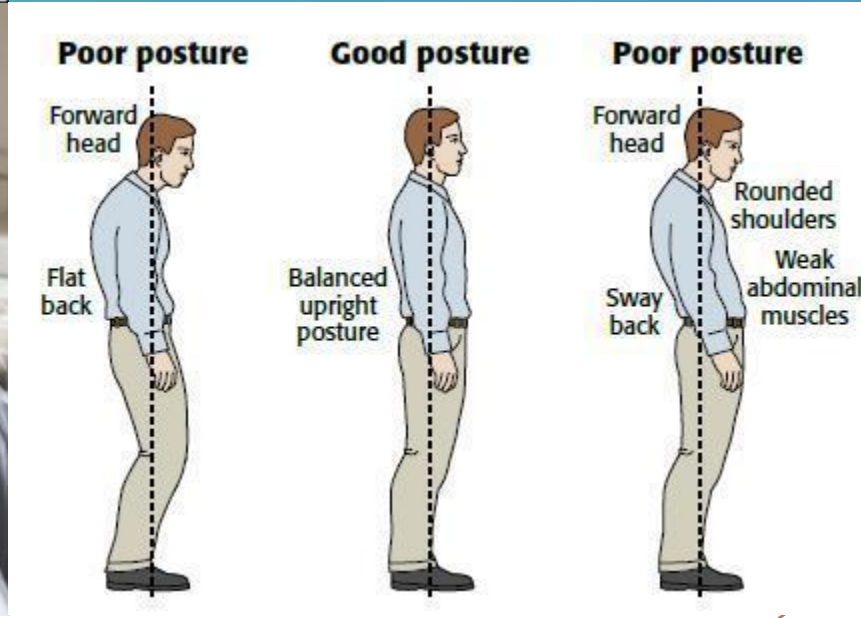


1. PERSONALITY OF SALESMAN

- ▶ If you are a salesman then you are very interesting personality. You have to be sharp minded in the field of sales. Selling is not an emotional game, it is a sensible work.
- ▶ You have to control your emotions at every stage and be ready for every situation that you can face in the field either it's in your favour or maybe it leads you down. A person with a sales personality focuses on one thing -- making the sale happen.



A) PHYSICAL QUALITIES



B) MENTAL QUALITIES



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**You Can Learn A Lot
Just By Observing!**



C) SOCIAL QUALITIES



Courteous

www.emmasaying.com



Flexible

is about selection and choice



Adaptable

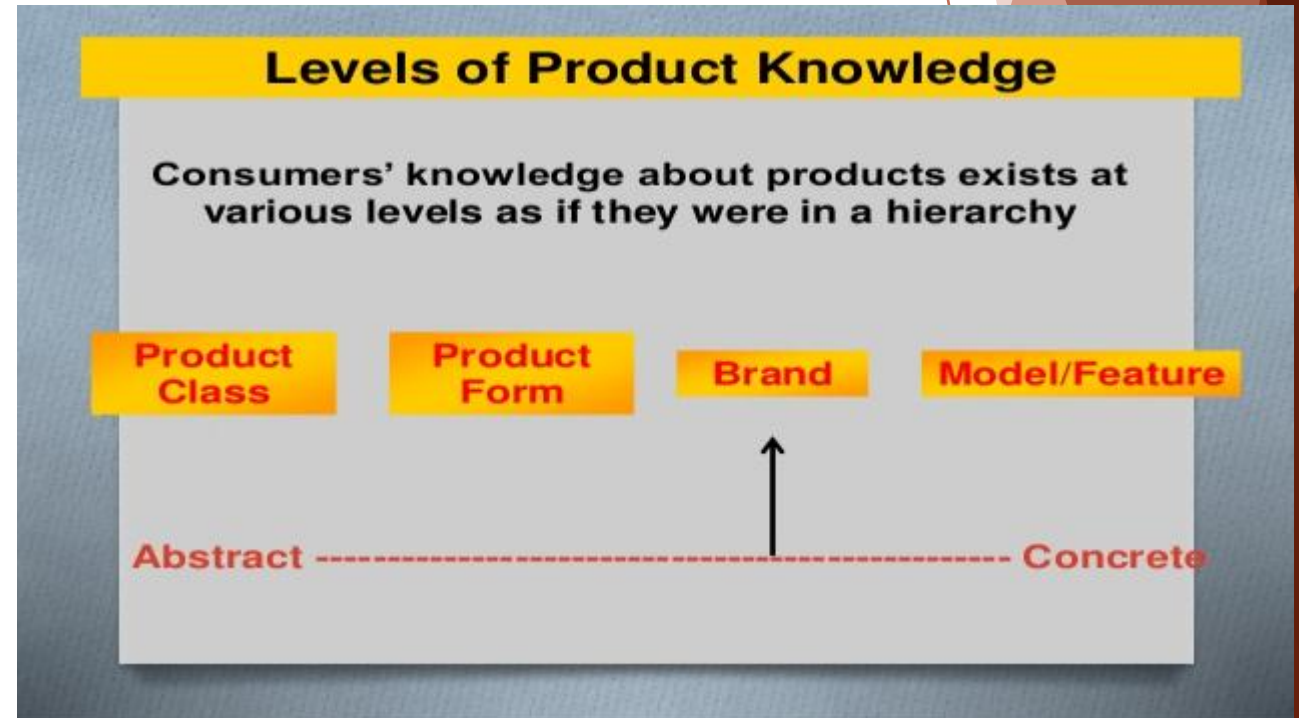
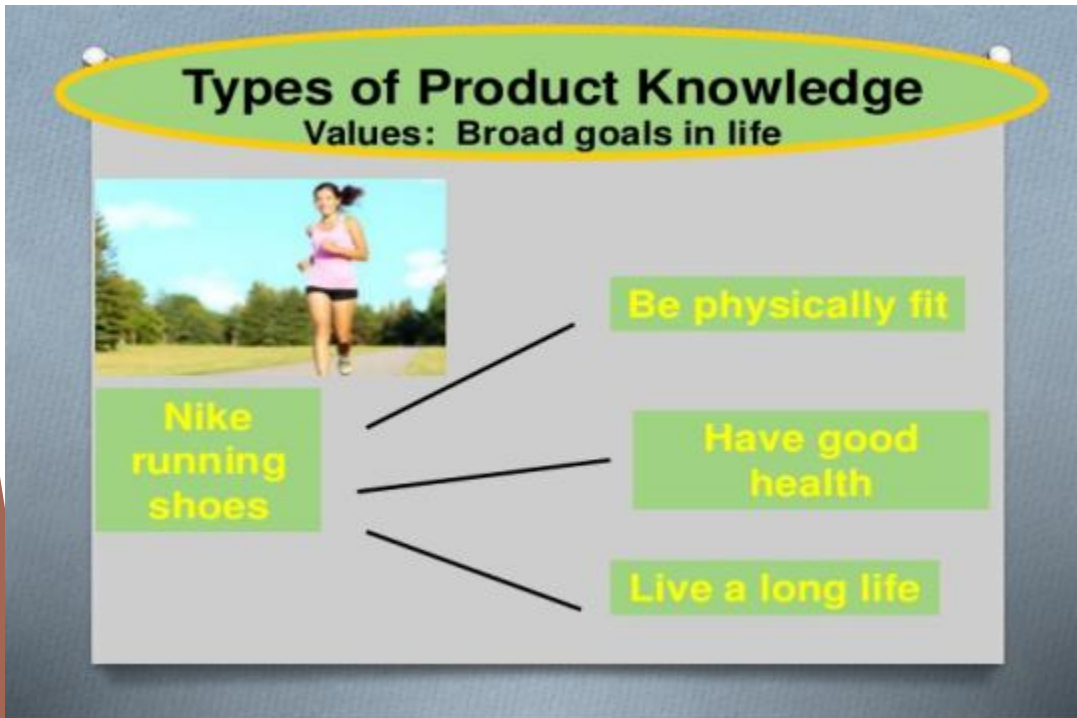
is about integration and change

D) MORAL QUALITIES



2. KNOWLEDGE OF PRODUCT

- ▶ Salesman should know all important facts about the product. He must know all technicalities of product. His perfect knowledge will naturally increase the confidence in himself. He can gather knowledge from personal experience, journals, meetings, conferences etc.

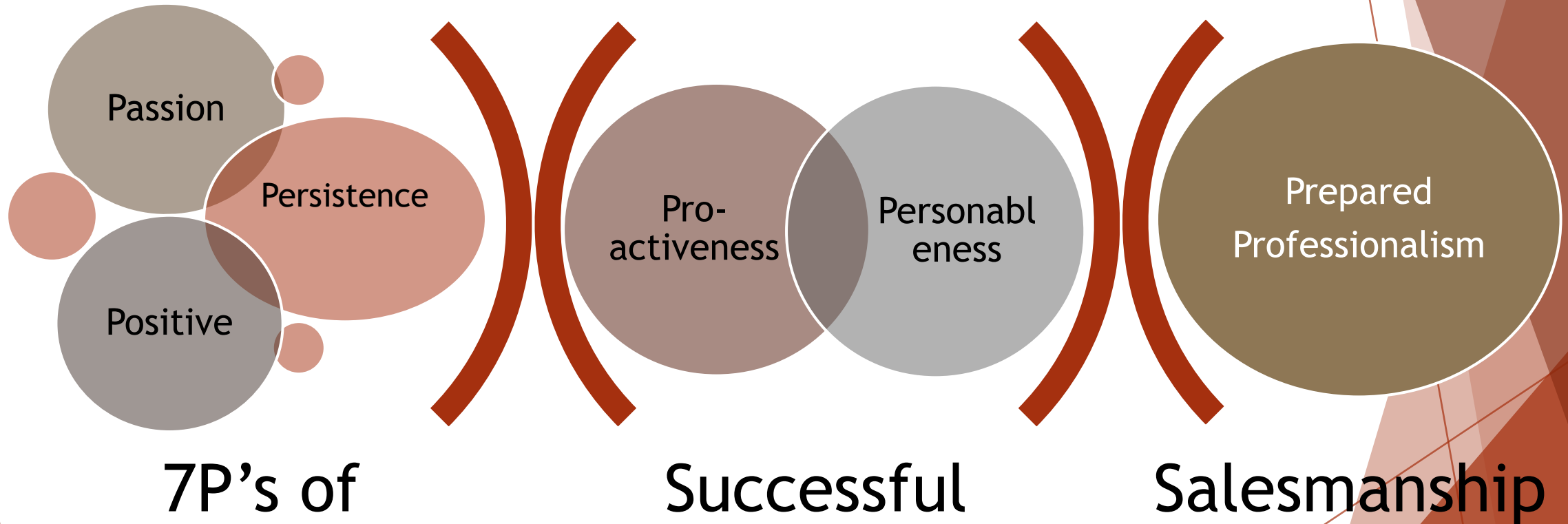


3. KNOWLEDGE OF CUSTOMERS

- ▶ Customers are different in attitude, habits, economic status and backgrounds proper 'sizing up' and effective handling of customers are keystones of successful salesman. 'Sizing up' means a psychological observation of customer in understanding his character so as to convert his want into action.



7P'S OF SUCCESSFUL SALESMANSHIP



Passion



- Committed to sales
- Passion about product
- Sales as way of life

Persistence



- Disheartened by rejections
- Disheartened by objections
- Disheartened by mistakes

Passion



*...for success
...for their products
...for being the best
...for shaping their industry
...for growing their company
...for solving customer's needs
...for learning and development*



Pro-activeness



- Initiative
- Enthusiasm
- Energetic

Personableness



- People oriented
- Take care of problems
- Touch with customers

MANAGEMENT STYLES



REACTIVE
Reacting to a problem after it arises.

PROACTIVE
Preventing problems before they arise.

Buzzle.com

CUSTOMER SERVICE



Excellent
 Very Good
 Good
 Average
 Poor

Positive



- Challenging process
- Stay positive
- Short term failures



Prepared



- Well prepared
- Full confidence
- Positive attitude



Professionalism



- Punctual
- Disciplined
- Maintain standards



“
"The key to quality and
efficiency is
professionalism."
”

Anonymous



Why is Professionalism Important at the Work

Thank

You