

Effects of Personal Selling to Promote the Products

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ABSTRACT: The strength of private commercialism lies within the facts that it allow communicative interchange, a method a lot of refined however, at the some days, a lot of venture some than classical strategies like advertising, that place confidence in one- approach communication. In terms of potency, communicative interchange ends up in reduction of reach losses; it's of primary importance within the selling of commodities that ought to be explained or incontestable to the customer and notably, so in industrial selling and also the selling services. It's recognized however that non-public commercialism could be a comparatively pricy suggests that of communication.

I. INTRODUCTION

The hallmark of each business is to spot, anticipate and satisfy customers want maximized profit, possess competitive advantages and stay relevant with in the market place this will solely be a achieved through the adoption of private commercialism as promotion combine strategy. Personal commercialism plays a significant role in making direct contacts and interactions between customers and sellers producers moreover as enhances productivity of business.

STATEMENT OF THE PROBLEM

Despite the large contributions of private commercialism to completely different business organization, critics still fails to acknowledge it as a selling strategy to reckon with. They tends to put a lot of emphases on variable like a advertising, publicity, commercial etc. They believe that non- public commercialism is dear and doesn't bring fast response to product giving and increase sales volume. However, sales representative of mobile fails to influence prospective customers to and don't give the mandatory info's that may inspire potential consumers to shop for product and services that may be of advantages to them. Indeed, by showing less emphases on personal commercialism such marketers and organization as an entire fails to grasp the very fact that non- public commercialism aside from causation, gathering market info conjointly facilitate customers to grasp the option of a ascertained that this drawback is worsened by the very fact that a number of the sales persons area lacks the flexibility to possessing self-worth.

II. OBJECTIVES OF THE STUDY

- ❖ To investigate the result of private commercialism on client relationship management.
- ❖ To ascertain if personal commercialism will influence shopper purchase call of mobilephone.
- ❖ To investigate the result of private commercialism on client relationship management.
- ❖ To confirm the role of private commercialism on client loyalty to a firm products.

SCOPE OF THE STUDY

- ❖ Across- the- counter commercialism.
- ❖ Field commercialism
- ❖ Building product awareness
- ❖ Providing information
- ❖ Creating interest
- ❖ Stimulating demand
- ❖ Reinforcing the brand

IMPORTANCE OF THE STUDY

Personal selling is a very important selling tool is a very important selling tool for smaller businesses, significantly people who sell complicated or high- price products and services to alternative businesses, instead of shoppers.

- ❖ Persuading prospects
- ❖ Selling complex products
- ❖ Managing the sales cycle
- ❖ Developing customer relation

LIMITATION OF STUDY

However, all isn't well with method of private commercialism. There area unit sure limitations that one

ought to take underconsideration before giving the conclusions needs to its real value.

- ❖ It is expensive
- ❖ Difficulty of getting right kind of sales man
- ❖ Stake in consumer loyalty
- ❖ More administrative problem

TYPES OF PERSONAL SELLING

Personal selling is of three types:

- Retail selling
- Business- to- business selling
- Trade selling

1. RETAIL SELLING

In retail commercialism, the employee communicates directly with individual customers. He/ She sells product to the shopper through business establishment or door to door visit. The sales person, commercialism merchandise and services from the business establishment, trot out the shoppers visiting the sorters. In door to door commercialism, the sales person visits door to door to look potential client and persuade them to shop for the merchandise.

2. BUSINESS- TO- BUSINESS SELLING

In business- to- business commercialism, the employee sells products to industrial consumers. It involves the sales of kit, plants & machineries etc. to the commercial client. The commercial sales person ought to be trained and smart technical data regarding the product he/ she sells

3. TRADE COMMERCIALISM

In trade commercialism, the employee sells product to selling intermediaries like retailers and wholesalers. Trade sales person ought to contact regular with the distributor and retailers to receive bulk order from them.

MERITS OF PERSONAL SELLING

The strength of private commercialism is measured in terms of the deserves to its credit as a definite style of promotion.

- ❖ Flexibility and adaptability
- ❖ Minimum waste
- ❖ Acts as a feedback
- ❖ Creates lasting impression
- ❖ Pulls through logical sequence

DEMERITS OF PERSONAL SELLING

There are unit some drawbacks in personal commercialism.

- ❖ Inconsistent messages
- ❖ Sales force
- ❖ Management conflict

- ❖ High cost
- ❖ Poor reach
- ❖ Potential ethical problems

PERSONAL SELLING IS MOST HELPFUL FOR A REPLACEMENT PRODUCT BECAUSE OF SOME FOLLOWING REASONS

- Customers don't simply settle for new product and also the personal commercialism is most significant to convert them to shop for the merchandise.
- Many non- personal sorts of promotion, like a magnitude relation ad, area unit inflexible, a minimum of within the short- term, and can't be simply adjusted to with audience queries thus personal commercialism is better of collect and handle customer's feedback concerning new product.
- Personal commercialism is that the most sensible promotional possibility for reaching client united nations agency aren't simply reaches through alternative ways.

IMPROVING THE NAMEE OF PRIVATE COMMERCIALISM

Personal commercialism involves specific steps, needs coaching and skill, and employs some extremely proficient individuals. Sadly personal commercialism is additionally normally perceived as being a but prestigious field of labor. Unethical sales people, aggressive or advertising ways, and dishonorable sales pitches have created several client caution of private seller as luck would have it, a lot of has been done to deal with this issues. Commercialism association like the direct commercialism several firms conjointly vote the employment of dishonorable info or pressure ways to create a buying deal.

III. CONCLUSION

Promotion of use of private commercialism is dear, and a great deal of cash and time, except for a particular product like new product and costly product personal commercialism is a good thanks to reach any potential client.

And most significantly is additionally the non- public power of the non- public commercialism. They must have data of the merchandise, information, supply have smart angle they're the leading edge of direct sales, which can manufacture profit and a decent angle they're the leading edge of direct sales, which can manufacture profit and a decent company reputation.

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