

Personal Selling

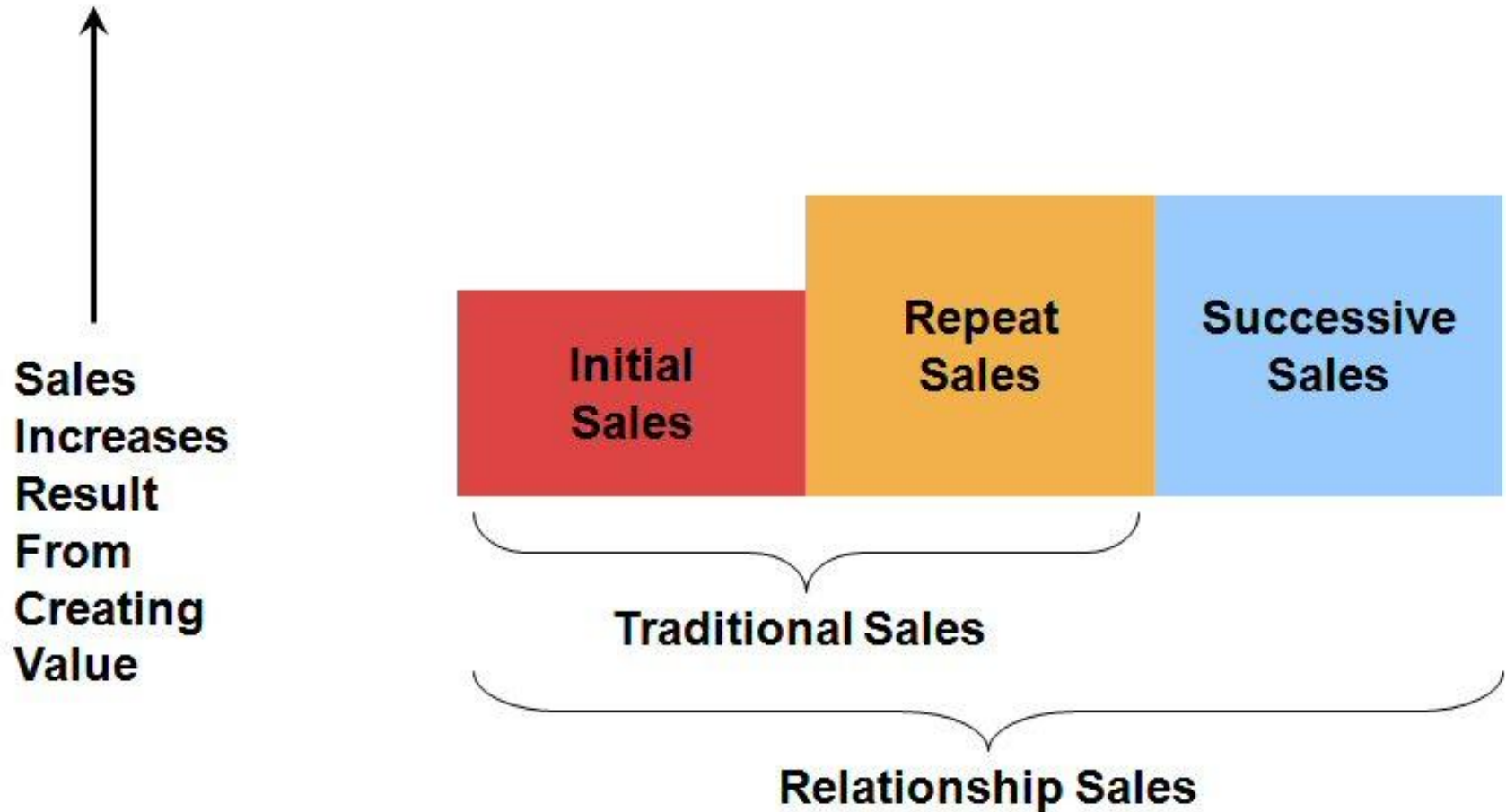
Personal Selling

- One of the 4th P—part of the Promotion element
- **Personal selling** is the personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.

Personal Selling Used when

- The product is high-priced/high value
- Product is customized
- Product is technically complex
- Customers are concentrated, and fewer in number
- Used in business-to-business marketing, perhaps more than business-to-consumer

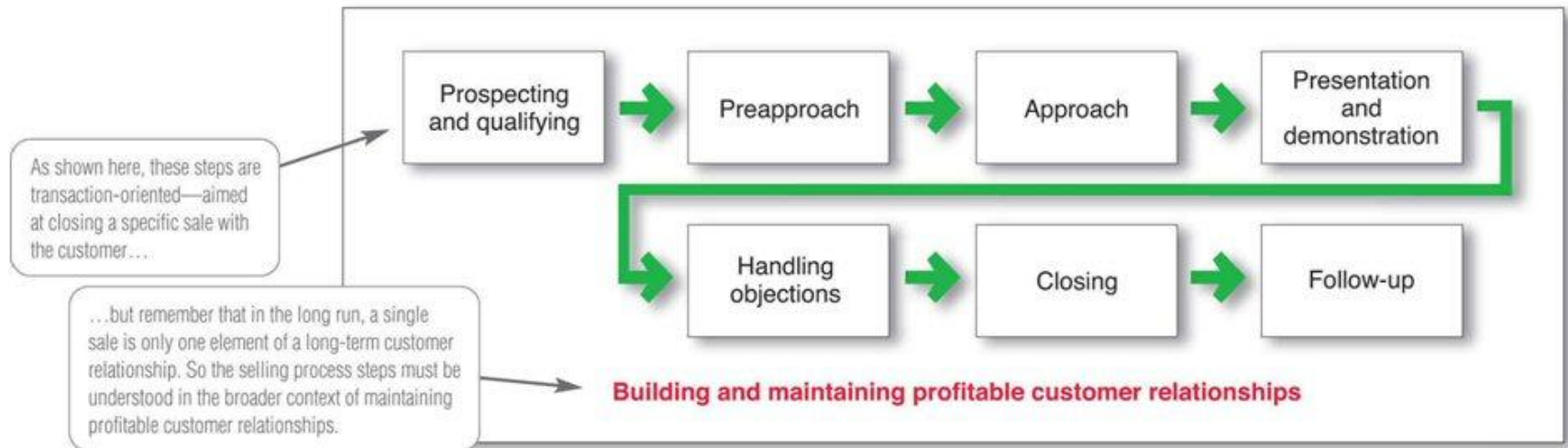
Traditional versus Relationship Selling



Steps in the Sales Process



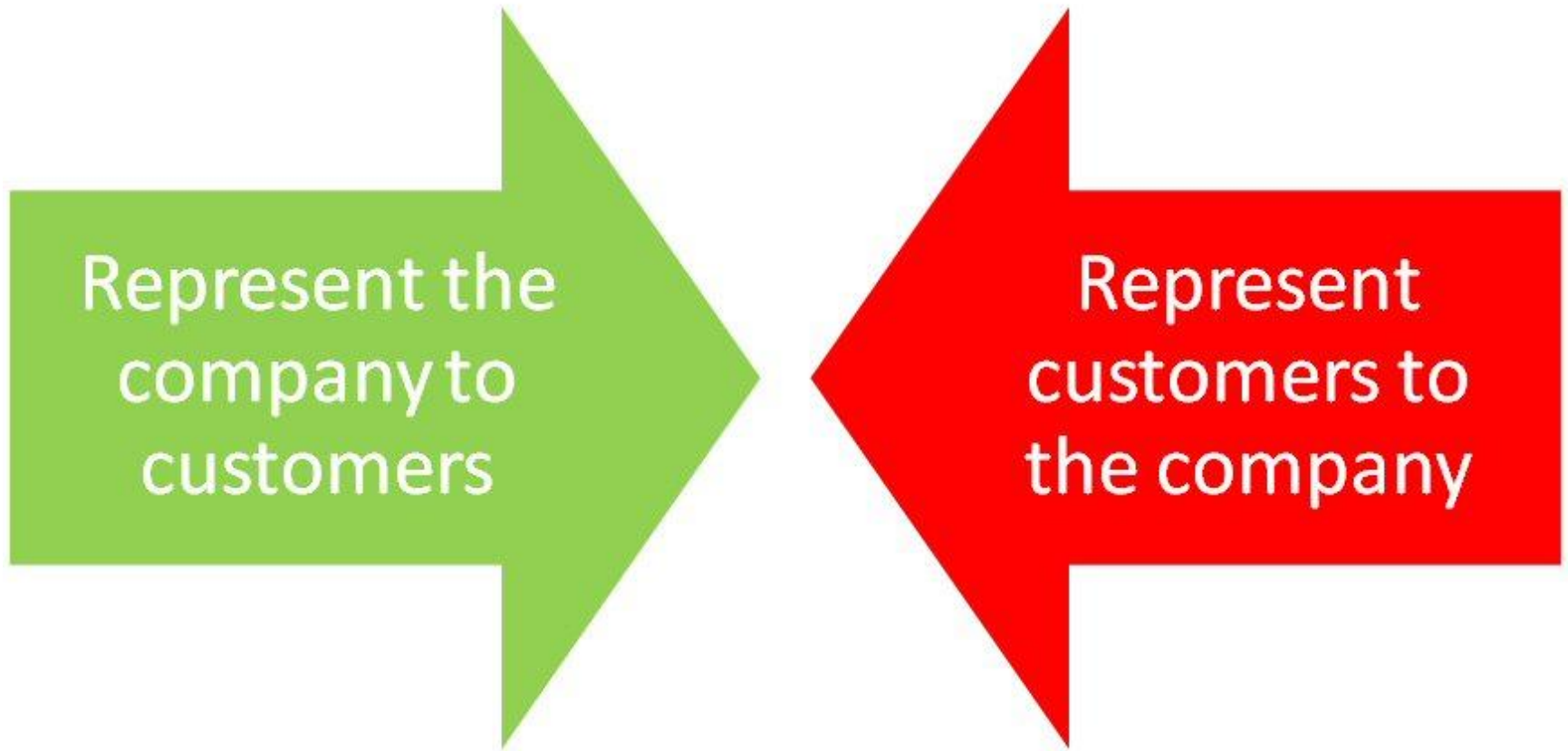
Building a Relationship Part of Process



Personal Selling Today

- Relationship selling, sometime termed consultative selling) is much more the norm.
- Technology and Web 2.0 has allowed customized, frequent, less costly contacts
- Relationship selling:
 - A sales practice that involves building, maintaining, and enhancing interactions with customers in order to develop long-term satisfaction through mutually beneficial partnerships.

Sales Force Provides Links



Follow-Up

- Salespeople must always remember that the sale is just the beginning of a customer relationship.
- 5 Dimensions of Service Quality can be applied to after-sale follow-up and customer satisfaction:
 - Reliability
 - Responsiveness
 - Assurance
 - Empathy
 - Tangible