

CHARACTERISTICS OF A GOOD SALESMAN

Mrs. E. Pappulakshmi, M.com., M.Phil., SET.,

Assistant Professor,

PG & Research Department of Commerce,

Cardamom Planters' Association College,

Bodinayakanur.

CHARACTERISTICS OF A GOOD SALESMAN



WHAT SALESMAN SHOULD KNOW ?

“Product knowledge here, does not confine strictly to the concept of product. It covers a wide range of allied areas that hover around the product. Among other things, the major areas of product knowledge can be at least six. These are :

- ✓ His Firm
- ✓ His Products
- ✓ His Market
- ✓ His Competitors
- ✓ Government Policies
- ✓ His Distribution System

SOURCES OF PRODUCT KNOWLEDGE

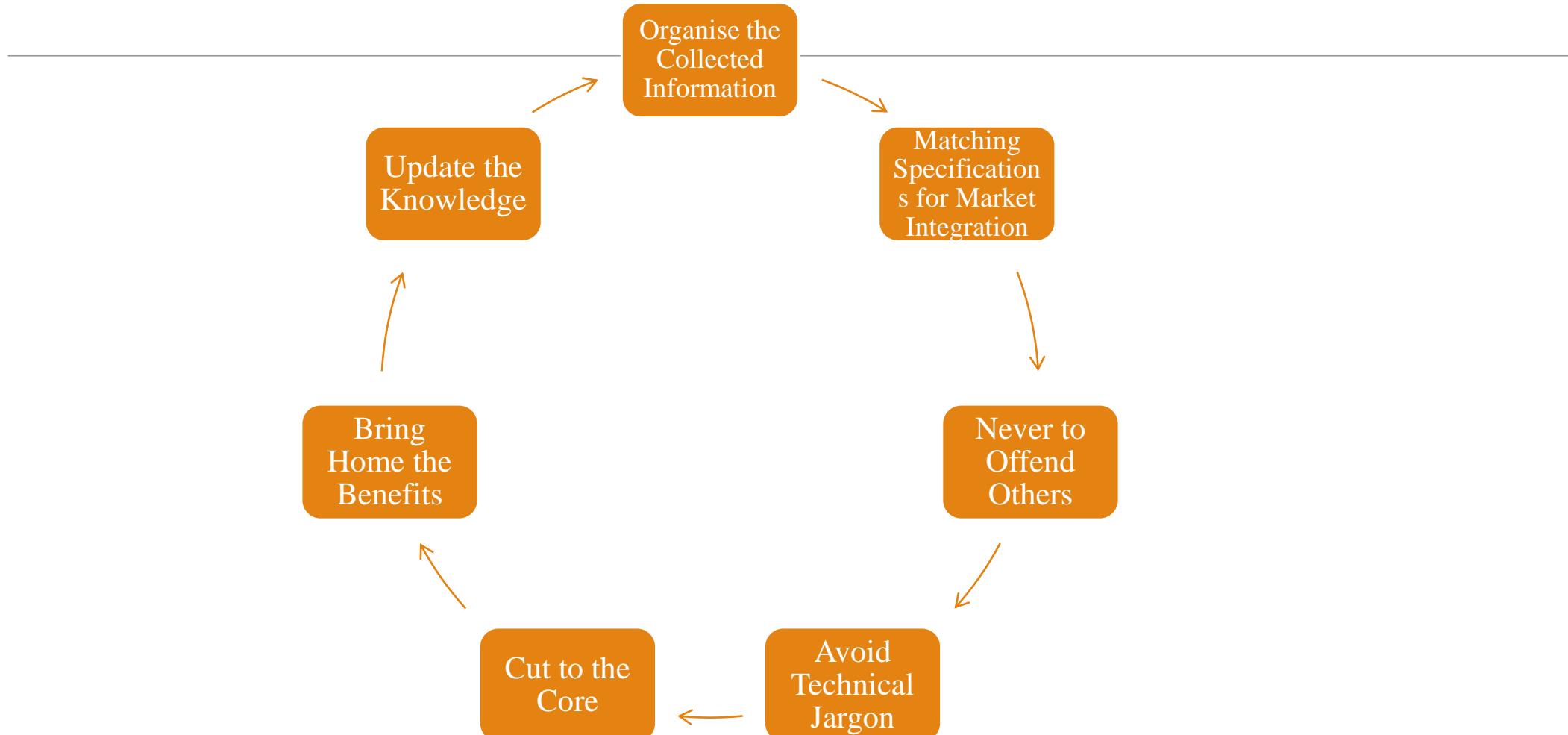
BASIC SOURCES

Education and Training
Personal Experience
Colleagues
Sales Literature
Advertisements
Sales meetings and conferences
Visits to Factories and Show-rooms and Exhibitions

MISCELLANEOUS SOURCES

Motion Pictures and Visual Aids
Training Schemes and Courses
Travelling Demonstrations
Public Libraries
Best Solution Schemes
Contacts with Customers

FRUITFUL USE OF KNOWLEDGE



CLASSIFICATION OF CUSTOMERS

There is no one way of classifying the customers. Among others, the most commonly accepted bases of classification are temperament, sex, age, area, purpose of buying and number of customers.

Thorough knowledge of the nature of customer and the way he or she is to be tackled goes a long way in building his professional career with brilliant success.

THANK YOU..