

# 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

---

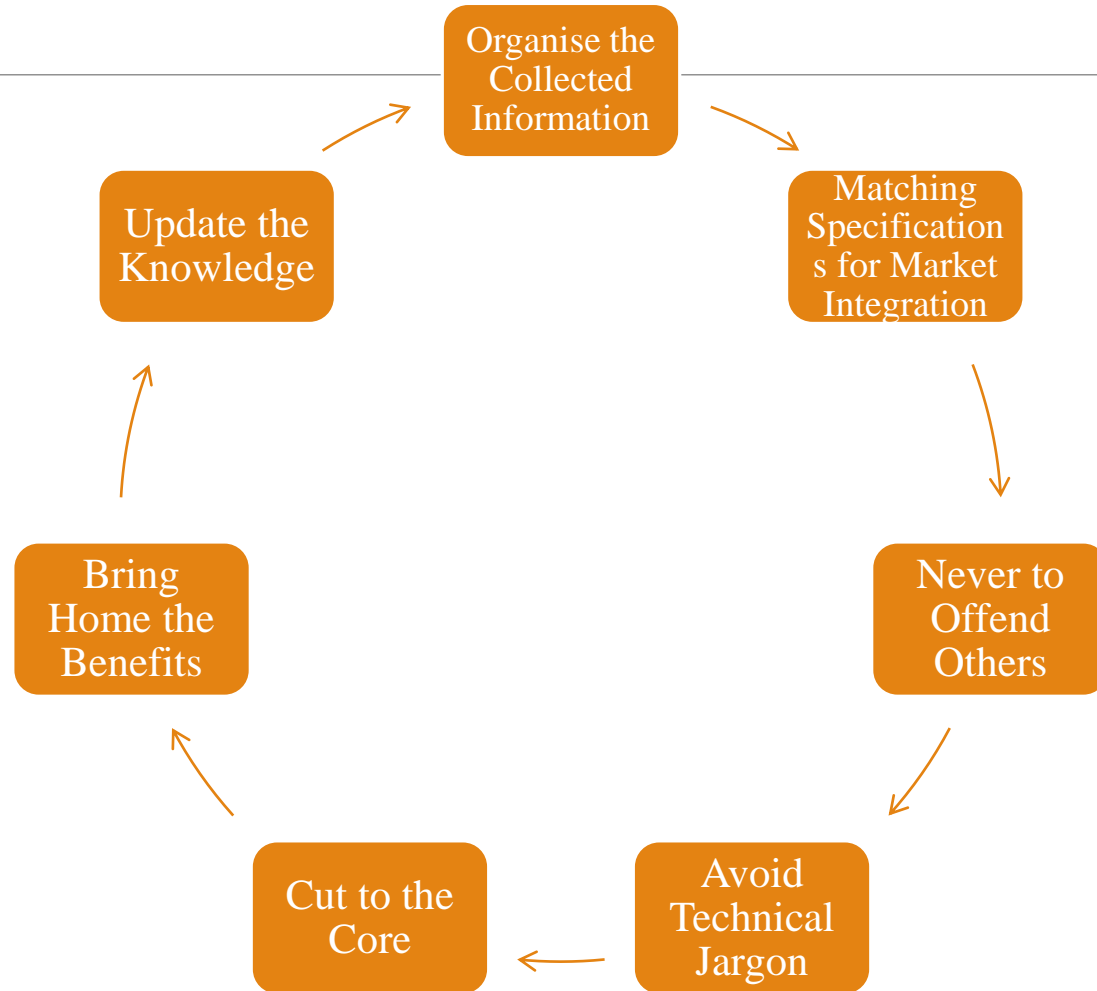
## BASIC SOURCES

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..*

