

TYPES OF SALESMANSHIP

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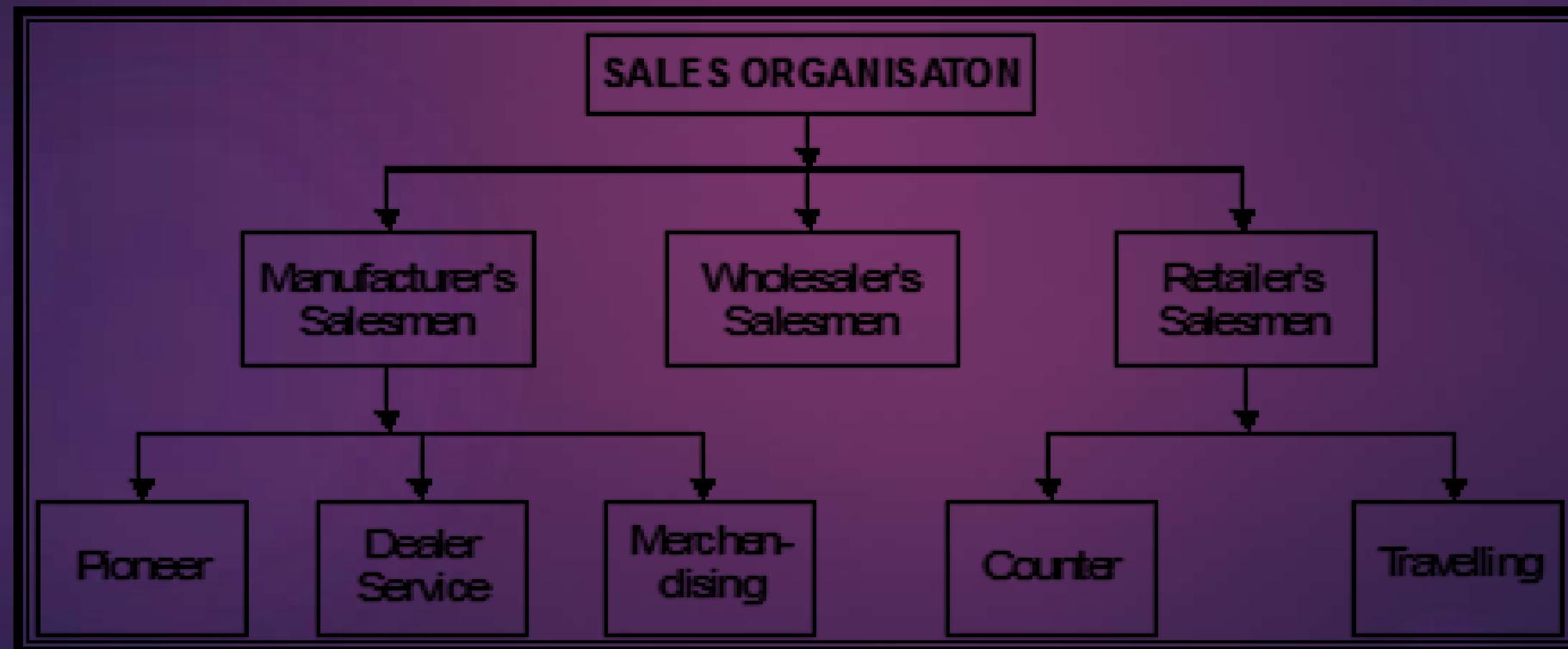
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TYPES OF SALESMANSHIP

One can classify the profession of persuasion as ‘creative’ and ‘competitive’. On the other hand, it can be also possible to classify as ‘travelling’ and ‘counter’ salesmanship. These are not water-tight compartments. One classification is not a perfect substitute for another. They are mutually inclusive but not exclusive. A kind of overlapping occurs irrespective of the classification followed.

TYPES OF SALESPERSONS

The types of salespersons, one comes across, can be classified on the basis of organization, the goods they sell and the services they render.



ON THE BASIS OF GOODS SOLD

On the basis of goods being sold, one can broadly think of two types of salesmen namely,

- Staple' and
- Specialty.

ON THE BASIS OF SERVICE RENDERED

Salesmen can also be classified on the basis of services rendered. There can be at least four types of salesmen if one goes by service rendered. That way, each salesman renders a valuable service of sales generation. However, specific service rendered by them make us to identify them as follows.

- 1. House to House Salesmen
- 2. Missionary Salesmen
- 3. Service Salesmen
- 4. Exporter's Salesmen

SECRETS OF SUCCESS IN SELLING LINE

Love For Selling

Industriousness

A Strong Desire To Achieve

An Optimistic Outlook

Knowledgeability

Care For Valuable Time

Good Listening

Service Orientation



THANK YOU....