

## **Importance of Personal selling**

Personal selling is a critical component of a company's marketing and sales strategy, and it offers several important benefits:

1. **Customer Relationships:** Personal selling allows businesses to establish and maintain long-term relationships with customers, which can lead to repeat business, referrals, and increased customer loyalty.
2. **Personalized Approach:** Personal selling enables businesses to provide a personalized approach to selling, tailoring their sales pitch to the specific needs and preferences of each customer.
3. **Overcoming Objections:** Personal selling allows salespeople to address customer concerns and overcome objections in real-time, increasing the likelihood of closing the sale.
4. **Customer Education:** Personal selling provides an opportunity for salespeople to educate customers about the features, benefits, and value proposition of the product or service, helping to build trust and confidence.
5. **Competitive Advantage:** Personal selling allows businesses to differentiate themselves from competitors by offering a personalized and consultative sales approach.
6. **Market Intelligence:** Personal selling provides valuable market intelligence, including insights into customer needs, preferences, and buying behaviors, as well as competitive intelligence.
7. **Revenue Generation:** Personal selling is an effective way to generate revenue, as it allows businesses to target high-value customers and close sales more effectively than other forms of selling.
8. **Customer Service:** Personal selling enables businesses to provide excellent customer service, including addressing customer concerns, providing after-sales support, and building long-term customer satisfaction.

## Difference between Personal Selling and Advertising

<b>Basis</b>	<b>Advertising</b>	<b>Personal Selling</b>
<b>Kinds of Communication</b>	It is an impersonal form of communication.	It is a personal form of communication.
<b>Uniformity of message</b>	It transfers uniform messages to all the customers.	In this, messages are not uniform and have to be adjusted according to the customer.
<b>Flexibility</b>	It is inflexible as message cannot be adjusted.	It is flexible as message can be adjusted.
<b>Reach</b>	It reaches a large number of people.	It reaches a limited number of people.
<b>Cost</b>	Cost per person is very low.	Cost per person is very high.
<b>Time</b>	It takes less time to cover the entire market.	It takes a long time to cover the entire market.
<b>Feedback</b>	It does not provide direct and immediate feedback.	It provides direct and immediate feedback.
<b>Aim</b>	The main aim is to create demand for the product.	The main aim is to immediately affect the decision to purchase.
<b>Types of Customer</b>	It is more useful for the ultimate consumers who are in a large number.	It is more useful for industrial buyers who are less in number.

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