

Meaning of Personal selling

Personal selling is a form of selling where a salesperson communicates directly with a potential customer in person, by phone, or through video conferencing, to persuade them to purchase a product or service. It is a two-way communication process that involves establishing a relationship with the customer, understanding their needs and preferences, and providing them with information about the product or service.

Personal selling differs from other forms of selling, such as advertising or online sales, because it involves a direct and personalized interaction with the customer. This interaction allows the salesperson to tailor their sales pitch to the specific needs and interests of the customer, and to address any questions or concerns they may have.

Natures of Personal selling

Personal selling has several distinct characteristics that set it apart from other forms of selling:

1. **Personal Interaction:** Personal selling involves face-to-face or direct communication between the salesperson and the potential customer, allowing for a more personalized and interactive experience.
2. **Two-Way Communication:** Unlike advertising, personal selling allows for two-way communication, enabling the salesperson to understand the customer's needs and provide tailored information.
3. **Relationship Building:** Personal selling focuses on building long-term relationships with customers based on trust and mutual benefit. This relationship can lead to repeat business and referrals.
4. **Adaptability:** Personal selling allows the salesperson to adapt their sales pitch to the specific needs and preferences of the customer, making it a flexible and dynamic selling approach.
5. **Persuasion:** Personal selling involves persuading the customer to purchase the product or service. The salesperson must be skilled in communication, negotiation, and closing techniques.
6. **Consultative Approach:** Personal selling often involves a consultative approach, where the salesperson acts as an expert advisor, helping the customer to identify and solve their problems.
7. **Time-Consuming:** Personal selling can be a time-consuming process, requiring multiple interactions with the customer before a sale is made. However, the potential for high-value sales and long-term customer relationships can make it a worthwhile investment.
8. **High-Value Sales:** Personal selling is often used for high-value or complex products or services that require a more personalized and consultative approach to selling.

Objectives of Personal selling

The primary objective of personal selling is to persuade potential customers to purchase a product or service. However, personal selling also has several other important objectives:

1. **Building Relationships:** Personal selling aims to build long-term relationships with customers based on trust and mutual benefit. These relationships can lead to repeat business, referrals, and increased customer loyalty.
2. **Understanding Customer Needs:** Personal selling allows the salesperson to understand the specific needs and preferences of the customer, enabling them to tailor their sales pitch and provide personalized solutions.
3. **Providing Information:** Personal selling provides an opportunity for the salesperson to educate the customer about the product or service, its features, benefits, and value proposition.
4. **Overcoming Objections:** Personal selling involves addressing any questions or concerns the customer may have about the product or service, helping to overcome objections and move the customer closer to making a purchase.
5. **Closing Sales:** The ultimate objective of personal selling is to close the sale, which involves persuading the customer to make a purchase and completing the transaction.
6. **Gathering Market Intelligence:** Personal selling provides an opportunity for the salesperson to gather valuable market intelligence, including information about customer needs, preferences, and buying behaviors, as well as competitive intelligence.
7. **Providing Customer Service:** Personal selling involves providing excellent customer service, including addressing customer concerns, providing after-sales support, and building long-term customer satisfaction.