

MODERN SALES APPROACH

TRADITIONAL APPROACH

- Called as the SALESMAN APPROACH
- Sales person's behaviour is the key element
- Whether or not a sales will take place, totally depends upon how the salesperson handles the prospect
- Product quality and customer needs are the only determinants of an effective sale

- Overlooks that sales function is performed in changing or dynamic environment
- Three variants of Traditional Approach
 - Canned Sales Presentation
 - Stimulus- Response Theory
 - Selling Formulas

CANNED SALES PRESENTATION

- Detailed and structured presentation in a systematic and well planned manner
- Not a personalised/ customised presentation
- Has less scope for changes
- Useful when the same presentation has to be given multiple number of times

- Helpful to presenters who feel nervous or might forget points that need to be told to prospective buyers
- Example:
 - Classroom presentation presented by faculty
 - New employee orientation presentation to understand company's policies

STIMULUS- RESPONSE THEORY

- Application of proper efforts (stimulus) to make the purchase of product/ service possible (response)
- Four essential actions or stimuli over which a salesperson holds the command
 - SELF- Groom oneself to be presentable (language, appearance, pitch, tone)
 - PRICE CONCESSION- Discount offered

- PRICE CHANGE PROCLAMATION- Price increase/ decrease in coming future
- PREFERENTIAL TREATMENT TO VALUABLE CUSTOMERS- Privileges to bulk quantity buyers

SELLING FORMULAS

- AIDAS Theory

MODERN APPROACH

- Selling function influenced by environmental factors
- Focus on salesperson- customer relationship
- Salesperson must adapt the sales presentation according to different customers and changing environment
- Considers selling as an interpersonal communication process with a feedback mechanism

- Prospect plays an active role in the process and is not passive
- Responds, interacts and communicates with salesperson
- Greater the similarity between the seller and buyer, higher is the chance of sale
- Buyers/ customers become more informed about the product, price and competitive offers
- Salesperson actively listens to buyers and explains about the product

SYSTEM SELLING

- Used in industries to solve their special problems
- Interlocking goods and well integrated services are offered in place of independent items
- So salesperson seeks to sell an entire system
- Emphasizes a problem-solving approach to industrial selling

- Starts with need analysis where buyer's business and model of operation are assessed
- Then strategy and sales approach are decided
- Involves selling a complete solution to a problem rather than component parts
- Increases sales volume for salesperson and customers get to save their time. It's a win-win situation for both
- Ex: A swimming pool manufacturer selling pool chemicals, filtration equipment etc