



# **D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE**



**eRESOURCES**  
**Digital Learning**

**E CONTENT TITLE : ADVERTISING AND  
SALESMANSHIP**

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## **SYLLABUS**

### **UNIT-I**

Origin and Development of Advertising – Objectives – Nature – Functions – Types – Benefits – Difference between Advertising and Publicity – Scope of Advertising – DAGMAR approach.

### **UNIT-II**

Various media of Advertising – Print Media – Newspapers – Magazines – Advantages – Limitations – Radio and TV advertising – Advantages – Limitations.

### **UNIT-III**

Advertisement copy – Characteristics – Clarification – Components – Salesmen Recruitment – Salesmen report – Types – Salesmanship and Psychology.

### **UNIT-IV**

Salesmanship – Characteristics of Salesmanship – Objectives of Personal selling – Advantages – Limitations – Essentials of Effective selling – Advertising and Salesmanship.

### **UNIT-V**

Qualities of Good Salesman – Sales Promotion – Kinds of Sales promotion – Importance of Salesmanship – Types of Salesmen – Methods of Remuneration – Qualities of successful Salesman.

## **UNIT -I**

### **INTRODUCTION TO ADVERTISING**

#### **1. INTRODUCTION**

When a new product is produced or some service is offered, it must be made known to the public. Advertising plays a prominent role to tell about or praise a product through media, audio and visuals so as to promote sales. Marketers, manufacturers, businessmen, customers, employers, organization, sole traders and shop keepers are getting benefit out of this advertisement.

##### **1.1 MEANING**

Advertising is a marketing tactic involving paying for space to promote a product or services. The actual promotional messages are called advertisements or ads. Advertising is one of the four methods of promotional activities. Advertising is a non personal communication of a sale message.

##### **1.2 ORIGIN OF THE WORD ADVERTISING**

The word advertising is derived from the Latin word, “advertero”. “Ad” meaning towards and Verbo meaning “to turn”. Literally it means “totally turn people’s attention to a specific thing”

According to some experts, the term advertising is derived from French word ‘Advertir’ which means to notify, to inform, to give notice of or ‘to give public information or announcement of’.

##### **1.3 DEFINITIONS**

**The American Marketing Association (AMA)** defines “Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponser”.

According to the **Advertising Association of the UK** “Advertising is any communication usually paid for, specially intended to inform and/or influence one or more people”.

According to **Britannica Dictionary** “A form of paid announcement interested to promote the sale of commodity or services, to advance an idea or to bring about other effect desired by the advertiser”.

According to **Philip Kotler** “Advertising is any paid form of non-personal presentation of ideas, goods and services by an identified sponsor”.

According to **Canor and Wichart** “Advertising includes those visual or oral messages in magazines, newspapers, movies and letter, over radio and television and transportation vehicles and outdoor signs which are paid by their sponsors and directed to consumers for purpose of influencing their purchases and attitudes”.

According to **William J.Stanton** “Advertising consists of all the activities in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea”.

## 2. EVOLUTION OF ADVERTISING

The history of advertising can be traced to ancient civilizations. In earlier periods, advertisement was displayed in the form of flags, sign boards, inscription on stones and using of musical drums. Later the development of printing technology greatly helped the marketers to print on the papers to advertise. In the 20<sup>th</sup> century, advertising grew rapidly with new technologies such radio and television. At present the computers, internets and mobile phones are playing a prominent role in advertising.

## 3. OBJECTIVES OF ADVERTISING

The primary objective of advertising is to inform the customers and to increase the sales. The following are some of the points which is considered to be the secondary objectives:

- To motivate the dealers to improve the sales
- To improve the image of the company
- To introduce the new products
- To increase the sale of the existing products
- To introduce any price deal
- To explain the usage of the products to customers
- To increase the market share
- To enter in to the international market
- To remind the customers about the product
- To face the competitors
- To maintain good position in the market
- To maintain brand loyalty and brand preference
- To maintain good relationship with customers, traders and dealers
- To inform about the offers and discounts
- To retain the market
- To announce the changes and modifications in the products
- To inform about the location of the stockists
- To increase the profit of the firm
- To attract more investors

#### **4. NATURE OF ADVERTISING**

Advertising is the prominent element of the promotion mix and its nature is as follows

- Advertising has a huge reach
- It is pervasive in nature
- Attention seeker
- Has a unique selling proposition

- Consumer oriented
- Uses various media

## **5. TYPES/CLASSIFICATIONS OF ADVERTISING**

Advertising is classified based on prospects, types of products, geographical area, type of demand it attempts to create, objectives of advertising, result intended, sponsorship, purpose of advertising and advertising media. Let us see the classifications one by one in a brief manner.

### **6.1 CLASSIFICATION ON THE BASIS OF THE PROSPECTS**

(i) Consumer advertising: Advertising in which direct appeal is made by the manufacturers to the ultimate consumers to buy the goods for the consumption is called consumer advertising.

(ii) Industrial Advertising: Advertising in which direct appeal is made by the producers to the industrial users to buy the goods for their production is called industrial advertising.

(iii) Trade Advertising: this type of advertising is which appeal is made by the manufacturer to the traders or dealers, such as wholesalers and retailers.

(iv) Professional advertising: This type of advertising is one who as a professionals like doctors, engineers etc.,

### **6.2 CLASSIFICATION ON THE BASIS OF THE TYPES OF PRODUCTS**

(i) Industrial products: An industrial product is brought only after a very elaborate buying process.

(ii) Consumer Products: consumer durables which last over a period of time and consumer non-durables are frequently bought.

### **6.3 CLASSIFICATION ON THE BASIS OF THE GEOGRAPHICAL AREA**

(i) National Advertising: Advertising undertaken by entire nation is called national advertising.

- (ii) Regional Advertising: Advertising covers a particular region.
- (iii) Local Advertising: Advertising covers with a particular area or locality.

#### **6.4 CLASSIFICATION ON THE BASIS OF THE TYPE OF DEMAND IT ATTEMPTS TO CREATE**

(i) Primary Advertising:; An advertisement which is intended to stimulate the demand for a particular type of a rather than for a specific brand of a particular product.

(ii) Selective Advertising: An advertising undertaken by a particular manufacturer for creating demand for his product.

#### **6.5 CLASSIFICATION ON THE BASIS OF THE OBJECTIVES OF ADVERTISING**

(i) Product Advertising: A Company tries to sell its product or services through advertising .

(ii) Institutional Advertising: The advertiser to create a good image of the institution.

#### **6.6 CLASSIFICATION ON THE BASIS OF THE RESULT INTENDED**

- (i) Direct action advertising: it intended to get quick response from the buyer.
- (ii) Indirect action advertising: Its create a favorable attitude of the buyer towards the product.

#### **6.7 CLASSIFICATION ON THE BASIS OF THE SPONSORSHIP**

- (i) Manufacturers advertising: The advertising deals with manufacturer.
- (ii) Dealers Advertising: The advertising deals with wholesalers or retailers.

#### **6.8 CLASSIFICATION ON THE BASIS OF THE PURPOSE OF ADVERTISING**

- (i) Commercial advertising: It is normal based on industrial or commercial undertaking to sale of its product.
- (ii) Non-Commercial advertising: It is based non-profit organization.

## **6.9 CLASSIFICATION ON THE BASIS OF THE ADVERTISING MEDIA**

The advertising media is classified into TV, Radio, Magazine, Outdoor, Periodical and Newspaper advertising.

## **7. BENEFITS OF ADVERTISING**

Benefits of advertising are received by all segments of people involved in marketing. The benefits enjoyed by the manufacturers, wholesalers, retailers, salesmen and consumers are given below

### **7.1 BENEFITS OF ADVERTISING TOWARDS MANUFACTURERS**

- Advertising creates demand for the new products introduced in the market by the producers
- It helps the producers to maintain the exciting market for their goods.
- It helps the producers to expand the market for their goods.
- To builds up reputation and goodwill for the producers.

### **7.2 BENEFITS OF ADVERTISING TOWARDS WHOLESALERS**

- It increase the stock turnover rate of the wholesalers
- Advertising provides product information to the wholesalers.

### **7.3 BENEFITS OF ADVERTISING TOWARDS RETAILERS**

- It reduces the sales efforts and the selling expenses of the retailers.
- It contributes to large sales volume.
- It enables the retailers to have product information.



#### 7.4 BENEFITS OF ADVERTISING TOWARDS SALESMEN

- It gives confidence to the salesmen to perform their promotional efforts effectively.
- It helps the salesmen to reach the right man with least effort.

#### 7.5 BENEFITS OF ADVERTISING TOWARDS CONSUMERS

- It raises the standard of living of the consumers by stimulating their desire for the variety of new products.
- It saves time, effort and money of the consumers in obtaining information about the product.

#### 8. DIFFERENCE BETWEEN ADVERTISING AND PUBLICITY

<b>ADVERTISING</b>	<b>PUBLICITY</b>
Advertising is a sponsored communication	Publicity may or may not be sponsored communication
The sponsor is usually identified in the advertisement	The sponsor may or may not be identified in publicity
Advertisement is always paid for	Publicity may or may not be paid for
Advertising is intended to persuade the public to buy goods.	Publicity is intended to give information to the public
Advertising is always done in favour of something	Publicity may be done either in favour or against something.
Advertising is a commercial activity	Publicity may or may not be a commercial activity

#### 9. SCOPE OF ADVERTISING

Marketing has a wide scope and it covers all the activities from conception of ideas till the realization of profits.

- Goods are produced to satisfy the needs and wants of the consumers. Hence the Study is required to know the consumers wants and needs.
- Study of consumer behaviour is required to identify the marketing segmentation and targeting.
- To determine the product attributes, quality and quantity, the marketer should concentrate on Product planning and development.
- Branding is to popularize the products among the customers.
- Packaging is required to cover the products and to safeguard it.

## 10. DAGMAR APPROACH

DAGMAR is a marketing expression that stands for “**D**efining **A**dvertising **G**oals for **M**easured **A**dvertising **R**esults”. It is a marketing tool to compute the results of an advertising campaign. DAGMAR attempts to guide customers through ACCA model. According to DAGMAR approach, every purchase encounters four steps; Awareness, Comprehension, Conviction, and Action. DAGMAR method is an established technique of creating effective advertising.

### 10.1 HISTORY

**DAGMAR** is an advertising model proposed by Russell Colley in 1961. Russell Colley advocated that effective advertising seeks to communicate rather than to sell. Advertisers discover whether their message conveyed enough information and understanding of a product to their consumers and also its respective benefits from clear objectives.

### 10.2 OBJECTIVES OF DAGMAR APPROACH

- Persuade a prospect to visit the showroom.
- Growth in market share.
- Improve sales turnover.
- Perform complete selling function.
- Advertise a special reason to buy.

- Stimulate impulse sales.
- Remind people to buy.
- Create awareness about the product and brand existence.
- Create favorable emotional disposition towards the product.
- Impart information regarding benefits and distinctive features of the product.
- Combat and offset competitive claims.
- Correct false impressions, wrong information and other hindrances to sales.
- Aid sales force with sales promotion and selling activities and boost their morale.
- Establish brand recognition and acceptance.

### **10.3 THE DAGMAR MODEL**

#### **10.3.1 AWARENESS**

- Consumer awareness is very important role in marketing without awareness product cannot reach to the consumers. Awareness of the existence of a product or a service is needful before the purchase behavior is expected. The fundamental task of advertising activity is to improve the consumer awareness of the product.
- Once the consumer awareness has been provided to the target audience, it should not be for saken. The target audience tends to get distracted by other competing messages if they are ignored.
- Awareness has to be created, developed, refined and maintained according to the characteristics of the market and the scenario of the organization at any given point of time.
- The objective is to create awareness about the product amongst the target audience.

### 10.3.2 COMPREHENSION

- Awareness on its own is not sufficient to stimulate a purchase. Information and understanding about the product and the organization are essential. This can be achieved by providing information about the brand features.
- The objective is to provide all the information about the product.

### 10.3.3 CONVICTION

- Conviction is the next step where the customer evaluates different products and plans to buy the product. At this stage, a sense of conviction is established, and by creating interests and preferences, customers are convinced that a certain product should be tried at the next purchase.
- At this step, the job of the advertising activity is to mould the audience's beliefs and persuade them to buy it. This is often achieved through messages that convey the superiority of the products over the others by flaunting the rewards or incentives for using the product.
- Example: Thumbs up featured the incentive of social acceptance as “grown up”. It implied that those who preferred other soft drinks were kids.
- The objective is to create a positive mental disposition to buy a product.

### 10.3.4 ACTION

- This is the final step which involves the final purchase of the product. After creating interest finally customer wants to buy the product .The objective is to motivate the customer to buy the product.

## 10.4 ADVANTAGES OF DAGMAR APPROACH

A major contribution of Colley's DAGMAR approach was a specification of what constitutes a good objective.

According to Russell Colley, there are various advantages of well-founded objectives. These are:

- Be concrete and measurable

- Have a well-defined target audience or market
- Identify the benchmark and the degree of change
- Specify a timeframe to accomplish the objective

#### 10.4.1 TARGET AUDIENCE

- DAGMAR claims the target audience is well defined. A group of potential customers, who have the highest likelihood of purchasing the product, is the target market. Identifying the target market includes the process of demographic, geographic, and psychological segmentation. Target markets can be segmented into **Primary and secondary groups**.
- **Primary markets** are the main target audience, on whom the marketing efforts are mainly focused.
- **Secondary markets** are the target audience on whom the marketing efforts will focus after the primary market goals are achieved. After identifying the target audience, the organization devises objectives for advertising and later the objectives for communication.

#### 10.4.2 CONCRETE AND MEASURABLE

- The objective of communication should be a precise and clear statement of whatever message the advertiser wants to communicate to the target audience.
- The specification must include all the details and descriptions of the measurement procedure.

#### 10.4.3 SPECIFIED TIMEFRAME AND BENCHMARKS

- A good objective has a specified time frame, during which the objective is to be achieved. Understanding the specifications enables advertisers to define goals that will yield the best result.
- Setting a specific timeframe assures effective evaluation of results. The timeframe should be realistic to prohibit skewed results from static marketing.

- Creating the benchmark is essential for an appropriate measurement of the effectiveness of the advertisement.

#### 10.4.4 WRITTEN GOAL

- The goal should be committed on a paper. When the goals are clearly written, basic shortfalls and flaws are exposed, it becomes eventually easy to determine whether the goal contains the crucial aspects of the DAGMAR approach.

To conclude, advertising is strongly associated with economic cycles across major world economies. The DAGMAR method is a long-established method of creating effective advertising. The idea behind the method is to **“communicate rather than sell”**.

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#### QUESTIONS

1. Define advertising.
2. Write the meaning for the term advertising. Discuss its nature and objectives.
3. Mention the functions of advertising.
4. Explain DAGMAR Model.
5. What do you understand by DAGMAR approach? Elucidate its objectives and advantages.
6. Briefly discuss the scope of advertising.
7. Distinguish between advertising and publicity.
8. Explain the benefits of advertising to manufacturers, wholesalers, retailers, salesmen and consumers.

9. "Advertising is classified in to various forms based upon its nature". What are they? Explain them.
10. Describe the evolution of advertising.

## **UNIT - II**

### **ADVERTISING MEDIA**

#### **1. INTRODUCTION**

The word media is the plural form of the word “Medium” which is a channel for passing advertising information to the consumer. Advertising media refers to the various media channels through which advertising is done. Advertising media is used for showcasing promotional content which communicated in various forms such as text, speech, image and videos. In simple term advertising media is the tool is used to carry the advertising message from the sender to the receiver.

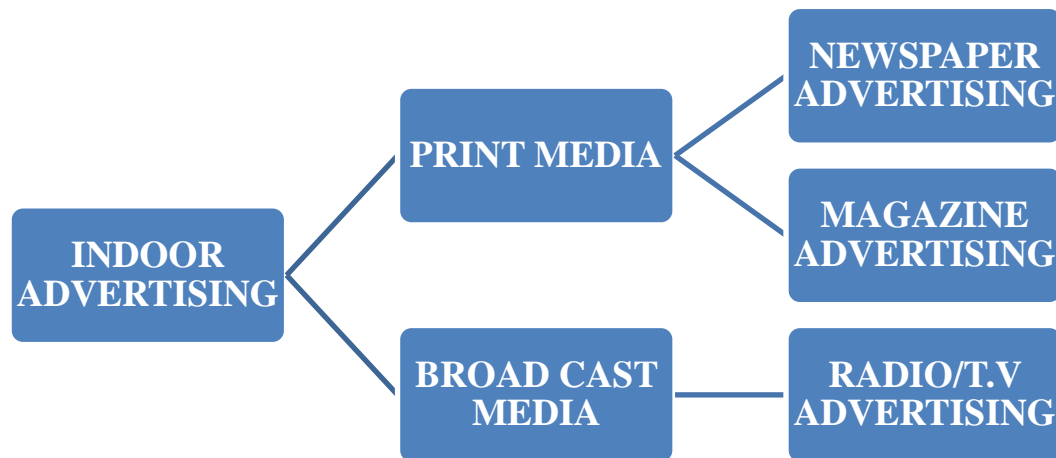
##### **1.1. VARIOUS MEDIA OF ADVERTISING**

The advertising media are available to the modern advertisers are really numerous. Advertising media are classified into (i) Indoor advertising and (ii) Outdoor advertising.

###### **1.1.1 INDOOR ADVERTISING**

Indoor advertising means the use of those vehicles by the advertisers that carry the message right into the house or in doors of the audience. These vehicles are newspapers, magazines, radio, television and video.





#### 1.1.1.a PRINT MEDIA

Print media is one of the oldest and basic forms of mass communication. Print media provides information and transfer of knowledge is remarkable. It includes Newspapers, Magazines and other forms of printed journals.

##### A. NEWSPAPER ADVERTISING

Newspaper gives news, views, ideas, interpretation, opinions, comments and explanations. Newspaper is considered as the backbone of advertising programmes as it continues to remain the most powerful message carrier.

##### MERITS

1. **Wide coverage:** Newspapers serve local, regional and national markets. They reach people of all age group and income group in both rural and urban areas.
2. **Quick response:** Newspapers are the carriers the current news .People read them to find out the developments take place daily. The public response to the advertisements is immediate reaches them.
3. **Cost:** The cost of the advertisement is relatively small when compare to other media.

4. **Flexible:** In Newspaper advertising is flexible it can be inserted or cancelled at relatively short notice.
5. **Regular and frequent:** for those manufacturers who are more particular about the frequency and regularity of the message.

## DEMERITS

1. **Short life:** newspaper has been estimated that the effective life of a newspaper for a individual is about 15 to 20minutes.
2. **Lacks quality reproduction:** The papers in which newspapers are printed are of low quality when compared to magazines.
3. **Lack of uniformity:** In this advertising requirements lack of uniformity of publishers requirements with respect to rates, size, type of copy and so on.
4. **Limited readership:** As illiterate people cannot read the newspapers that reach of the advertisement is confined only to the educated persons. Hence it is the problems in rural areas.
5. **Element of uncertainty:** Many readers should read the newspaper rush so the people fail to see the advertisements totally.

## B. MAGAZINE ADVERTISING

Magazines are the periodicals published weekly, fortnightly, monthly, quarterly and annually. They provide the wider topics like articles, entertaining items like puzzles, cartoons and comics.

## MERITS

1. **Longer life:** A Magazine has a longer life when compared to newspaper. it provides enough time for the prospects to ponder over the advertisement.
2. **Better quality:** Due to the high quality paper and superior printing technology, magazine offers advertisers' quality printing, excellent picture reproduction and true to life color image.

3. **Selective circulation:** Magazines are decidedly selective in their readership as compared with newspapers.
4. **Trade influence:** Magazine advertisers have long found dealers responsively impressed by the fact that national advertising in magazines backs up sales activity.

### DEMERITS

1. **Limited readership:** While it is habit of most of the educated people to read a newspaper the same is not the case of magazines.
2. **Price:** Magazines are costlier when compared with price of newspapers therefore not many buy them.
3. **Restricted frequency:** magazines are published weekly and monthly etc., unlike newspaper.

### 1.1.1.b BROADCASTING MEDIA

Broadcasting media is classified as radio advertising and TV advertising.

#### A. RADIO ADVERTISING

Radio advertising can be aptly called “Word Of Mouth” advertising. It is a different medium that attract us through sound. It is peak in 20<sup>th</sup> century.

### MERITS

1. The advertiser can broadcast any number of commercials at time slots he feels as most appropriate.
2. Listening to radio is still popular in rural areas. It has wider coverage.
3. Radio advertising is understood even by illiterate persons.
4. Advertisements are presented as a story or as a song to make them interesting.

5. Transistors are mobile in nature. They can carry and heard outdoors also.

### **DEMERITS**

1. In the absence of visuals, the impact of radio advertising is only limited.
2. Radio advertising fails to reach the listener if the listener was not concentrating at the time of the brief advertisement.
3. It is not suitable to products which require a demonstration while advertising.

## **B. TELEVISION ADVERTISING**

Television advertising is a span of television programming produced and paid for by an organization. It conveys a message promoting and aiming to market, a product or services.

### **MERITS**

1. Ability to create deep impact: television is a perfect managing of sound, sight, motion and colour. It is successfully catches the viewers attention. In this advertising the product are display in the original form.
2. It is selective and flexible: T.V. is a highly flexible and a selective medium. It can be used locally, regionally and nationally. The advertiser is free to choose the time and nature of message of viewers.
3. It is a mass communication media: Television viewing is highly popular in rural area and also it gains the popularity for a product.

4. It is immensely popular: The mostly striking feature of T.V. medium is its instantaneous transmission of sight, motion, sound and colour. Irrespective of wherever an event took place in the world.

### **DEMERITS**

1. **Perishability:** A television advertisement is gone when it goes over the air unless the receiver is a video-recorder. Television can counteract its perishability through repetition.
2. **Cost:** television is expensive when compared to other media.
3. **Too Many Commercials:** T.V advertising suffers from over-crowding of too many commercials in a very short span of time. The advertiser feels that he has spent a lot without much impact and the viewers feel that it is difficult to remember all.

## **1.1.2 OUTDOOR ADVERTISING**

Outdoor advertising, also known as out-of-home advertising, is advertising that reaches consumers when they are outside their homes. The Outdoor Advertising Association of America says that's where consumers spend 70 percent of their time.

### **1.1.2.1 TYPES OF OUTDOOR ADVERTISING**

The most commonly known type of outdoor advertising is the billboard. Common forms of outdoor advertising today fall into three categories:

#### **A. BILLBOARD ADVERTISING**

Most people are familiar with billboard advertising, regardless of where they live or travel. Billboards are placed next to high-traffic highways as well as

along less-traveled roads in non-urban areas. Drivers see them almost anywhere because they are an efficient and cost-effective means of communicating information that is geographically important – the location of the closest chain fast food restaurant on the route, the nearest motel, or campgrounds at the next exit.

## **B. STREET FURNITURE**

A bit of a misnomer, “street furniture” applies not just to bus or park benches but also to bus shelters, news racks, and telephone kiosks, among others.

## **C. TRANSIT**

Ads on the sides of busses are the most common form of transit outdoor advertising, but outdoor advertising is common in subway stations and within subway cars, in taxis, along airport walkways, and wrapped around vehicles – one of the newer trends.

## **D. OTHER FORMS OF OUTDOOR ADVERTISING**

Advertising seems to follow consumers wherever they go – in supermarket shopping carts, in sports arenas, and in health clubs. They can be high-tech – think digital – or low tech – think personal-computer generated mini-posters offering dog-walking services pinned to a coffee shop bulletin board.

### **1. Digital Outdoor Advertising**

Also known as digital signage, digital outdoor advertising is a specific type that uses electronic technology to change what’s displayed on a screen. Digital billboards feature messages from a handful of advertisers that rotate

every six to eight seconds. Other digital signs might be free-standing on an urban sidewalk or courtside at a college basketball game.

## **2. For Small Businesses**

The most important outdoor ad for any small brick and mortar business is its built-in outdoor advertising: exterior signage. Business owners want crisp, clear signage that communicates well from a distance. While it should convey the company's brand image, it should also help the business get discovered and found.

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## **QUESTIONS**

1. What is advertising media?
2. Write note on indoor advertising.
3. What do you understand by the term outdoor advertising?
4. Differentiate indoor advertising from outdoor advertising.
5. Explain the various media of advertising.





## UNIT - III

### I. ADVERTISEMENT COPY

#### 1. INTRODUCTION

An advertising copy is a term used to describe the main text used in the advertisement drafting an ad copy demand skills and efforts. An ad copy involves a complete investigation of the target audience. There is a substantial effort that goes in to making an ad copy companies outsource their ad campaigns.

#### 1.1 CHARACTERISTICS OF ADVERTISING COPY

##### 1. It should be simple

The first important ingredient of an advertisement copy is that it should be written in simple language. It should be capable of proper understanding. It should not use ornamental and tough words rather short, simple and properly understandable words.

##### 2. It should be capable of holding the reader attention

An advertisement copy should be capable of holding the attention of the reader. It should be presented in such a manner which attracts the consumer immediately. It should be short and easy for the reader to remember. A good sketch and drawing will be greatly helpful in explaining the product.

##### 3. It should be suggestive

The advertisement copy should be capable of suggesting the reader about the utility and use of the product. Effective slogans can be used to give suggestions to the people.

**4. It should have conviction value**

The advertisement copy shall be able to have ever lasting impression on the reader, if the suggestions are backed by convincing arguments. The reader should not have any doubt on the quality of the product. He should be fully convinced and satisfied. Exaggeration in explaining the qualities of a product must be checked. An appeal with regard to outstanding features of the product must be made. It should be stated in simple language so that the reader could understand easily.

**5. It should educate the people**

The advertisement copy should tell the people about the use and operation of a product. It should also impart new uses of a product with which the people are not familiar. An advertisement copy containing information with regard to use, sources from where the product can be obtained, price and services available along with the product is greatly helpful in enhancing the demand and enlarging the sales.

**6. It should have memorizing value**

The advertisement copy should be prepared in such a manner that a reader gets ever lasting impression about the product. It can be successfully created by repeating the advertisement time and again. Repetition projects the permanent image about the product on the reader's mind.

**7. It should be true**

An advertisement copy should be truthful. It should not misrepresent and conceal the true facts about the product. Rather it should clearly lay down the limitations in the product.

## 1.2 CLASSIFICATIONS OF ADVERTISING COPY

### 1. Human interest ad copy

Human interest copy attracts the customer's awareness and emotions sense of its potential customers rather than the ability to make consider decision. Human interest the most important factor it will increase the sales. It focus center of interest in themselves, their families and friends.

### 2. Educational ad copy

An educational ad copy to inform, update and prompts its clients to buy a product by educating the potential customers. The advertisement copy creates awareness and educate the public about the products in easy way. It is the duty of educational ad creator to create to educate the regarding the product and a warm welcome among its clients.

### 3. Reason why? ad copy

A reason ad copy provide reasons ad why the consumer need to buy the product of a particular brand. This advertisement copy provides the proper information about the products by giving prospectors, guarantees, testimonials, customer experience and so on.

### 4. Institutional ad copy

Institutional ad copy doesn't sell its goods and services. The aim of institutional advertisement copy is to promote the selling house. The main objective of this ad copy to built strong reputation for the selling

house and increase the goodwill of the company through its objectives and policies so that the prospective customers kept it in their minds.

### **5. Suggestive ad copy**

Suggestive ad copy suggest to transfer the message to the readers directly or indirectly to purchase the product. it is the most useful and best ad copy when the reader is juggling with decision making in their purchase.

### **6. Expository ad copy**

An Expository copy does not hide anything about the product but instead to know the facts that are clear and suitable. It provide the features of product, how to use the product, what are all the benefits to use the product? All types of information related to the products are provided to customers.

## **1.3 COMPONENTS OF GOOD ADVERTISING COPY**

There are five major components of good advertising copy. They are given below

### **1. Command attention**

This is usually something that has been achieve successfully with the headline. Manufacturer need an attention that makes people want to know more about your product/ services. Now a day people need not to take much to read a full paragraph about the product most of the customers are read the headlines. Headlines create an good thought and bad thought about the product. So the headline is the advertisement for the advertisement.

### **2. Showcase Benefits**

You have to exhibit the benefits of your product and services, and more importantly, show how they will solve or prevent a problem. They need to know what is in it for them, including the useful, accurate and clear information to show exactly what the benefits are and how they are going to help the customer.

### **3. Offer proof**

This component is to prove what the advertisement is offering. You need to display what is the method to deliver the product. It is consider information that establishes credibility and past performance.

### **4. Persuade**

You need to add admiration in a powerfully irresistible way for your prospective customers to purchase your products/services. It will make your prospective customer to feel like they have to act now.

### **5. Call to Action**

You need to force your prospective customers to do something. Customers try something new which your product like check in your site, sing up your prospectors, purchases your products, contact, your services and all.

## **II. SALESMAN AND THEIR RECRUITMENT PROCESS**

### **2. INTRODUCTION**

Salesman is a man whose job involves selling or promoting commercial products, either in a shop or visiting locations to get orders.

## **2.1 RECRUITMENT OF SALESMAN**

The recruitment of the right type of salesman involves many processes. They are

1. Deciding the quality of sales force.
2. Deciding the size of sales force required.
3. Tapping the various source of recruitment.
4. Careful selection of the candidates.
5. Appointment agreement.

Let us see the process of salesman recruitment in detail.

### **2.1.1 DECIDING THE QUALITY OF SALES FORCE**

The first process of recruitment is to deciding the quality of sales force. It is divided into

- **Job analysis**
- **Personal Analysis**

#### **2.1.1.a JOB ANALYSIS**

The nature of duties and responsibilities are vary from one organization to another, one product to another and also the nature of work vary from retailers salesmen to wholesalers salesman. Once we select the salesmen we should give proper training to achieve the goals so at the time of recruitment manager should select the right type of salesmen is very important thing.

#### **2.1.1.b PERSONAL ANALYSIS OR JOB SPECIFICATION**

After the job analysis, the next process is Personal analysis of the applicant's takes place. It refers to the quality of being determined of the personal traits, i.e., specific characteristics and qualities expected of an applicant to do the efficiently.

There is a three group of personal analysis. They are

- General qualities – good personality, honesty, sociability, intelligence.
- Specific qualities – educational qualifications, past experience, knowledge of the firms etc.
- Technical qualities – knowledge of chemical or mechanical aspects of products etc.

### **2.1.2 DECIDING THE SIZE OF SALES FORCE.**

An Important Aspects Of Sales Organization Is The Determination Of Sales Force Size. Work Load Technique Is Adopted To Find Out The Required Number Of Salesmen.

The formula used in this connection is

No. of sales people =  $(\text{No of Existing customers} + \text{No of Potential customers} \times \text{ideal Frequency of calls} \times \text{length of calls}) / \text{selling time available from one salesman.}$

### **2.1.3 SOURCES OF RECRUITMENT:**

The various source of recruitment can broadly be divided into two categories. They are internal and external sources.

#### **2.1.3.a INTERNAL SOURCE**

Internal source is to appoint the salesmen within the organization. It is called internal source of recruitment. There is two important internal sources. That is

**1. Own Staff** – Promotion of present employees. Already working person is promoted to next level if they satisfy the customers.

**2. Former Employees** - Former employee's means the person call back and employed in the organization.

#### **2.1.3.b EXTERNAL SOURCE**

**1. Salesmen of competing firms:** The salesmen of competing firms may be attracted by offering higher remuneration

**2. Employees of wholesalers, retailers and customers:** The customers of the firm may be considered for appointment as salesmen, provided they have the qualities of salesmen.

**3. Graduates from schools and colleges:** Many schools and colleges conduct campus interview and also conduct special courses like salesmanship in particular.

**4. Press advertisement (in newspaper and magazines):** Qualified and experienced salesmen, who are not satisfied with their existing employment and aspiring for better prospects, advertise their offer in news paper or magazine.

#### **2.1.4 SELECTION OF CANDIDATES**

The procedure for the selection of the candidates are given below

**1. Filling up of application form:** The first step of selection process to receive application forms duly filled in by the candidates. The candidates are furnished information regarding their names, address, date of birth and also educational qualification.



- 2. References:** The second step in selection process is contacting the referees i.e., the reference furnished by the candidate to confirm the integrity and worthiness of the candidates.
- 3. Preliminary personal interview:** The third step is involved in the selection process is the preliminary personal interview of the candidates. After checking up the references, the firm should shortlist candidates who stand a chance for selection and send interview letter to such candidates asking them to appear for preliminary personal interview on a specified date.
- 4. Psychological and aptitude tests:** Besides personal interview many firms conduct psychological tests for the candidates discover their attitudes, aptitudes, abilities, etc.
- 5. Medical Examination:** After psychological tests are over the candidates found fit are called for medical examination. Medical Examination is done by the firm's doctors. It is intended to verify the physical fitness of the candidates for the job.
- 6. Final interview:** After the medical examinations is over the selected candidates are called for the final interview. At the final interview a free and frank discussion about the duties and terms of the service takes place.

### **2.1.5 APPOINTMENT ORDER OR APPOINTMENT AGREEMENT**

After the decision to appoint candidates is taken, an appointment agreement is entered into with the selected candidates. The appointment agreement is signed by both the applicant and the employer.

### **2.2 SALESMEN REPORT**

A sales analysis report shows the trends that occur in a company's sales volume over time. In its most basic form, a sales analysis report shows whether sales are increasing or declining. At any time during the fiscal year, sales managers may analyze the trends in the report to determine the best course of action.

### **2.2.1 HOW TO WRITE A SALES REPORT?**

There are a range of details you could include in your sales reports; but including *too much* information can detract from the key insights you want to highlight. Instead, tailor your sales reports to focus on specific metrics that play the biggest role in your sales process.

Once you know what your focus should be, these are the basic steps you can follow to write a sales report:

#### **1. Begin with a Summary**

Starting your sales report with an overview allows you to get to the good stuff first. Look back at your numbers from the month, quarter, or year you're reporting on to determine the key takeaways.

When writing the summary, ask yourself, "What's the most important thing I want to communicate in my sales report?"

In many cases, the number of sales made over the period and whether you met your quota are the most important figures to highlight. Remember to keep the summary brief – one paragraph is enough for a weekly report, while a quarterly or annual report might require up to a page.

## 2. Breakdown the Numbers

After the summary, include a section focused on sales figures. The exact contents of this section vary from business to business, but it details metrics related to your total sales for the period.

Here are a few things you may want to include in your sales report:

- Number of deals at each stage of the pipeline.
- Average deal size and the value of each deal closed.
- Close rate. This allows you to predict how many new leads you need to close a single new deal.
- Sales cycle length (how long it takes to close each deal).

## 3. Interpret Your Results

Once you've provided all the relevant numbers and data, include a comparison between past periods for more context. Use charts to visualize how your current numbers compare to the previous month or quarter.

You should also use this section of your sales report to describe some of the factors that impacted sales volume. Regardless of whether you met your quota or sales goal, it's crucial to analyze what factors led to these results. If you had a bad quarter, identify what went wrong and describe how you plan to improve for the next quarter. If you exceeded your sales quota, figure out a way to replicate these results in the future.

### 2.3 RELATIONSHIP BETWEEN SALESMANSHIP AND PSYCHOLOGY

A dynamic approach in selling is necessary today to lace the marketing problem ahead. A lack of understanding about salesmanship exists even among salesmen themselves.

Salesmen generally ask for more information about their product and the mechanical features of selling like appointments, use of business cards and introductions., however, do not place sufficient importance upon the psychological phenomenon of persuasion. The whole concept of salesmanship therefore requires to be revitalized.

Psychology is the science which analyses and classifies the varying states of the human mind. It is a science which studies the human mind.

In his day- to-day contacts the salesman meets various types of persons with different requirements and reactions and every time he approaches a prospect he should size up or diagnose the prospect.

Psychology plays an important part in salesmanship whether salesmanship is personal or impersonal (e.g., advertising – popularly described as ‘Salesmanship on paper’).

In both these types of salesmanship, the final object is to induce the prospect to make a purchase. Therefore knowledge of human psychology is a must for a salesman.

The salesman’s best asset is knowledge of human nature as it is only through adequate knowledge and appreciation of the role of psychology in selling that a salesman can establish good human relations with his customers.

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## **QUESTIONS**

1. What is advertising copy?
2. Write note on various components of advertisement copy..
3. What do you understand by the term salesman report? How to write it?
4. Describe the process of recruiting salesman.
5. Explain the relationship between salesmanship and psychology..

## **UNIT - IV**

### **I. PERSONAL SELLING**

#### **1. INTRODUCTION**

Personal selling is a greatly distinctive form of promotion. Like advertising and sales promotion, personal selling is also a method of communication. It involves individual and social behaviour. Each person is contacted by face to face conversation. It contacts the concerned persons in person and hence it is very effective. Personal selling influences the buyers to buy a product. Personal selling reaches the goal of marketing effort i.e. to increase sales. Philip Kotler is of opinion that personal selling involves oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales. The purpose of personal selling is to bring the right products into contact with the right customers, and to make certain that ownership transfers take place. Personal selling creates product awareness, stimulates interest, develops brand preferences, negotiates price etc.

#### **1.1 MEANING**

A Promotional activity by which the consumers are personally encouraged and convinced to buy the goods and services of a manufacturer is called personal selling. In Personal Selling, the salesman will call on every potential buyer personally, show him the product, convince him and even persuade him to buy. Thus, there is two-way communication in personal selling.

#### **1.2 DEFINITION**

The American Marketing Association has defined the term 'Personal Selling' as "the personal process of assisting and/or persuading a prospective customer to buy a commodity or service and to act favorably upon an idea that has commercial significance to the seller".

### **1.3 BASIC CHARACTERISTICS OF PERSONAL SELLING**

1. Personal selling lays emphasis on personal contact between the prospective buyer and the seller or his representative.
2. It requires the buyer to be induced and persuaded to buy.
3. Personal selling is an art. The salesman has to actually sell the product idea before selling the product. This requires skill.
4. It offers scope to impart product knowledge to the prospective buyers.
5. Personal selling provides an opportunity to develop bondage between the buyers and the business.

### **1.4 IMPORTANCE OF PERSONAL SELLING**

1. New products can be introduced in the market through personal selling.
2. Personal selling is required to sell high-priced consumer durables like television, refrigerator, etc.
3. Personal selling is absolutely necessary to sell products like computers that require technical knowledge.
4. Personal selling is essential to sell anything that requires persuasion of the buyers, e.g., Insurance.
5. Personal selling becomes necessary for a firm to achieve quick sales.
6. It also helps to obtain necessary information about the market and pass on the same to the producer.

## **1.5 OBJECTIVES OF PERSONAL SELLING**

1. To service the existing customers by maintaining a relationship with them, and by filling up their orders.
2. To get new customers.
3. To carry-out the selling task entirely, if other elements of the promotional mix are not at work.
4. To help the trade sell the company's product line. To motivate trades to keep out product line in stock. To keep the traders informed about product line and changes therein. To help the traders to redress their grievances.
5. To make the customers aware of our marketing strategy.
6. To act as technical consultants for complex products.
7. To provide feedback to the company about the markets and customers.
8. To help the middlemen's sales force.
9. To help the trade in their administrative problems.

## **1.6 MERITS AND LIMITATIONS OF PERSONAL SELLING**

### **1.6.1 MERITS**

The strength of personal selling is measured in terms of the merits to its credit as a distinct form of promotion. These are:



### **1. Flexibility and adaptability**

Personal selling by its very nature is capable of providing more flexibility, being adaptable. A salesman can adjust' himself to the varying needs, moods, motives, impulses, attitudes and other behavioural variables of the prospects with a view to communicate effectively and effect the sales for the unit.

### **2. Minimum waste**

The efforts put in by the salesman are highly focused on a single customer or a small group of customers. The message is likely to reach them without distortion and diffusion. This is perhaps the greatest merit in contrast to advertising where the ad message is released en-masse resulting in message diffusion and distortion causing more wastage or promotional efforts.

### **3. Acts as a feed-back**

The salesman is, in effect, a researcher. Being in direct contact with the consumers, he has the advantage of collecting and transmitting the relevant market information affecting his company. Such timely, authentic and verifiable data is the basis of vital decisions, strategies, and tactical adjustments. Thus, he feels the pulse of the market that is ever changing.

### **4. Creates lasting impression**

The personal selling process is so direct and penetrating that lasting business relation can be developed between the selling house and the clientele. In case of advertising, it acts like a flash of a thunder-bolt from the blue. The light though very powerful, lasts only for a few seconds. The light of salesmanship is like an electric current that lasts longer.

## **5. Pulls through logical sequence**

The personal selling follows a logical selling process which matches to the reasoning of one and all. A salesman pulls through the customer in the step-by-step selling process starting with attention and ending with satisfaction with interest, desire, conviction and action juxtaposed between. Further, he detects loss of consumer attention and interest and brings the consumer back to the track by repetitions and reinforcements.

### **1.6.2 LIMITATIONS**

However, all is not well with process of personal selling. There are certain limitations which one should take into account before giving the conclusion as to its real worth.

These limits are

#### **1. It is expensive**

Personal selling as a method of promotion is quite expensive. Getting salesman is one thing and retaining him for long is another. Further, there are no definite correlations between his stay and cost of retaining and the contributions of his, in return, to the firm, for such costs.

#### **2. Difficulty of getting right kind of salesmen**

Though, theoretically certain guidelines are prescribed for getting right kind of salesmen from the potential candidates, it is really very difficult to get suitable salesmen from company's point of view. The potential salesmen so selected, trained and placed, do not guarantee loyal service to the company.

#### **3. Stake in consumer loyalty**

Personal selling is such a process-direct and close between the customer and salesman that the consumer loyalty depends on the presence of such a

salesman. The firm's fortunes are tied to the loyalty of consumers which, in turn, depends on the very presence of salesman. The moment the salesman moves out, the clientele drops down to the detriment of the firm.

#### **4. More administrative problems**

Personal selling involves more of administrative problems than impersonal selling. Since, the firm is to deal with manpower a driving force behind sales the company has to meet the challenges in the areas of manpower-planning, organizing, directing, coordinating, motivating and controlling. The solutions to these problems, even if found out, are not everlasting because, human content in management is unique.

## **II. SALESMANSHIP**

### **2. INTRODUCTION**

Salesmanship is not just handing over of goods to the customers and taking the money from them. True salesmanship is not only an art of inducing the consumers to buy goods, but also an art of guiding them to buy what they need. In short, salesmanship is the process of persuading and assisting a prospective customer to buy a commodity or service.

#### **2.1 MEANING**

Salesmanship is an elaborate process of meeting a potential buyer, convincing him about the product of the company and persuading him to buy it. Thus, salesmanship is a creative job. Salesmanship involves winning the buyer's confidence for the seller's goods. It, further, ensures regular and permanent customers for a business. Salesmanship creates satisfied customers.

#### **2.2 DEFINITION**

Salesmanship has been defined in different ways by different writers. In the words of *Peterson* and *Wright*, Salesmanship is the process whereby the seller ascertains and activates the needs or wants of the buyer and satisfies these needs or wants to the mutual continuous advantage of both the buyer and the seller.

According to the *National Association of Marketing Teachers of America*, Salesmanship is the ability to persuade people to buy goods or services at a profit to the seller and with, benefit to the buyer.

### **2.3 CHARACTERISTICS OF SALESMANSHIP**

Salesmanship has several characteristic features. The main features of salesmanship are:

1. Salesmanship is personal selling and is the oldest form of selling.
2. It is the most important form of promotional mix.
3. It is the art of selling a product or service. It is all about selling a product by presenting the product to the prospects in a convincing and persuasive manner by which the prospect is induced to buy.
4. It involves direct and personal contact with the buyers.
5. It is a creative art. It creates new wants. A need may be already in existence. But it is the job of a salesman to transform the needs into wants.
6. To be very effective, salesmanship also has to be carried on continuously to perpetuate the demand created once.
7. Salesmanship basically aims at selling a product. It does not stop at that. Actually it involves selling an idea or one's point of view. For instance,

salesmanship, in the case of a paint manufacturing concern, is not just the sale of paints, but the sale of an idea, color, shade beauty or durability.

8. It is an educative process. Salesmanship provides information about the products, their special features and their utility.

## **2.4 ADVANTAGES OR BENEFITS OF SALESMANSHIP**

Salesmanship is of utmost importance in the modern business world. It is helpful to the producers, distributors, the customers, the community and the salesmen himself. Its benefits or advantages to the various sections of the society are discussed below:

### **2.4.1 ADVANTAGES OR BENEFITS OF SALESMANSHIP TO THE PRODUCERS**

1. It creates demand for the new products introduced by the producers.
2. It maintains the demand for the existing products.
3. It extends the demand for the existing products.
4. It builds up for the producers, a growing list of satisfied customers, and thereby secures permanent customers for them.
5. It builds up goodwill or reputation for the producers.
6. It contributes to large-scale distribution and thereby encourages large-scale production.
7. By contributing to mass production, salesmanship has helped to bring down the cost of production per unit.
8. By encouraging sales, salesmanship has helped to bring down the marketing costs per unit.

9. It increases the stock turnover rate of the producers and thereby eliminates or minimizes the risks or chances of economic stagnation.

10. It acts as “*the eyes and ears of the manufacturers*“. That is, it makes a study of the tastes and preferences of the customers, brings their preferences to the notice of the producers and enables the producers to reschedule their production, according to the needs of the consumers.

11. It completes the task of demand creation set in motion by advertising. In other words, it supplements advertising in the task of demand creation.

12. It gives personal touch to the impersonal appeal made by the producers through advertising.

#### **2.4.2 ADVANTAGES OR BENEFITS OF SALESMANSHIP TO THE DISTRIBUTORS**

1. It brings to the notice of the distributors the new products introduced into the market by the producer.

2. It creates demand for the goods dealt by the distributors.

3. It makes the work of distribution of goods easy for the distributors.

4. It helps in the quick disposal of goods by the distributors and thereby increases the rate of stock turnover.

5. It also brings to the notice of the distributors the suggestions, opinions and the criticisms of the consumers and thereby enables the distributors to adjust their business and sales policies.

#### **2.4.3 ADVANTAGES OR BENEFITS OF SALESMANSHIP TO THE CONSUMERS**

1. It educates the customers by informing them about the new products, their features and their uses.
2. It helps the consumers in selecting the goods best suited to their requirements, tastes and purse, as true salesmanship implies helping the consumers in buying what they really require.
3. It helps the consumers to consume goods of diverse makes and quality.
4. By encouraging mass production and mass distribution and thereby reducing the cost of production and marketing, it contributes to reduction in the selling prices of goods, which is of immense help to the consumers.
5. It ensures that the consumers get full worth of the money which they spend on the products.
6. It also assures after-sales service to the customers in the case of products like refrigerators, television, etc.

#### **2.4.4 ADVANTAGES OR BENEFITS OF SALESMANSHIP TO THE SOCIETY OR COMMUNITY**

1. It helps in increasing the supply of goods to the society.
2. By contributing to increased sales and production, it brings about an increase in the level of employment and higher income to the society. Further, salesmanship itself directly absorbs a large number of people.
3. It creates demand for articles of comfort and luxury and thereby raises the standard of living of the society.
4. It helps to maintain equilibrium between the demand and supply of a product and thereby reduces the fluctuations in the prices and maintains the stability of prices.

### **2.4.5 ADVANTAGES OR BENEFITS OF SALESMANSHIP TO THE SALESMAN**

1. It offers a lucrative i.e., profitable career to smart and ambitious young men and women.
2. It provides the salesmen with an the opportunity of learning the art of salesmanship. This knowledge will be helpful to them in future.
3. Salesmen develop acquaintance with men of influence. This helps them to better their prospects in life.
4. Salesmen have the satisfaction of helping the sellers to get reasonable profits on their sales.

## **2.5 ESSENTIALS OF EFFECTIVE SELLING**

Understanding and implementing effective selling strategies is essential for businesses of all sizes. If an entrepreneur or his sales team lack the necessary skills to initiate and close a sale, the company can lose money and ruin its reputation. Whether you sell wedding dresses or are a copywriter, your selling strategies will influence whether your customers decide to make a purchase from you or your competitor.

### **2.5.1 Know Your Product**

A top-selling strategy that's relevant to any industry, or salesperson, is that you have to know what you're selling. If you don't know the features and benefits of the product or service you're selling, you won't be able to answer customer questions or handle objections. Familiarize yourself with products and services you sell by reading their accompanying marketing brochures and



sales letters, testing the product or service and by asking your manager questions about a given product.

### **2.5.2 Show, Don't Tell**

Customers want to hear about the features and benefits of a product or service, but they're more impressed when they can see the product or service in action. If you own an ice cream shop, you can offer product samples, while if you offer online time management solutions to entrepreneurs, you can grant them trial access to the program. When customers can explore products or services, they can get a better idea of how it'd fit it into their lives. This also makes the sales process run smoother.

### **2.5.3 Understand Your Target Customer**

Consumers have different wants and needs that make them gravitate toward specific products, services and companies. If you have knowledge of your target customers, you can readily identify their needs and help them find solutions. Each company has an ideal client it wants to target and acquire. Characteristics such as age, income level, marital status, education level, geographical location, hobbies and interests help companies pinpoint their markets.

### **2.5.4 Get Referrals from Existing Customers**

Repeat customers can help a business become profitable, but even better, getting referrals can help a business grown and build its reputation. Include generating referrals into your sales process to maximize your profits. You can start a referral program that encourages your existing customers to suggest your business to their friends, so they can take advantage of discounts.

### **2.5.5 Price Competitively**

Pricing plays a major role in whether many consumers make a purchase, so it's important that part of your selling strategy includes pricing competitively. While you don't have to make your prices lower than or on par with your competitors, you should know their regular and sales prices for products and services. You may elect to price yours higher, but you must ensure that you can communicate the value in paying more for what you offer. Value-added benefits might include an extended warranty or lifetime guarantee, your level of expertise or the quality of your products.

## 2.6 ADVERTISING AND SALESMANSHIP

Selling is a two-way relationship. It benefits the buyer and therefore benefits the salesman himself. A salesman should have specialized knowledge of the commodity he is selling. Similarly, he must also study his customer (to whom he is going to sell the commodity) customer's likes, dislikes, maturity, social status and general behavior.

A salesman should have a complete knowledge of the market conditions. He must be adept in the art of presentation. Advertising differs from salesmanship in many respects. The main differences between advertising and salesmanship are:

### 2.6.1 DIFFERENCES BETWEEN ADVERTISING AND SALESMANSHIP

S.No.	Advertising	Salesmanship
1.	Advertising is an impersonal attempt to persuade people to buy goods or services.	Salesmanship is a personal attempt to persuade people to buy goods or services.
2.	Advertising is concerned with the establishment of contact with the people through message.	Salesmanship is concerned with the establishment of contact with the people through persons, i.e.,

		salesmen/saleswomen.
<b>3.</b>	Advertising is addressed to the masses.	Salesmanship-talks appeal to specific individuals.
<b>4.</b>	Through advertising, a large number of people can be contacted.	The number of people contacted through salesmanship is limited.
<b>5.</b>	Advertising saves much time.	Salesmanship is a time consuming process.
<b>6.</b>	Advertising, however, appealing it may be, cannot be very effective.	Salesmanship is quite effective in convincing and securing action.
<b>7.</b>	The success of advertising depends largely upon the advertising message and the media chosen for advertisement.	The success of salesmanship depends upon the qualities of the salesmen.
<b>8.</b>	Advertisement cannot clarify the doubts or answer objections of the consumers.	Salesmanship can clarify the doubts and answer the objections of the customers effectively.
<b>9.</b>	Advertising is preparatory to salesmanship. In other words, advertising precedes salesmanship.	Salesmanship follows advertising. It has been rightly said that salesmanship begins where advertising ends.
<b>10.</b>	Publicity: Advertising is not flexible. It will have the same appeal, whatever may be the attitude and reaction of the customers.	Salesmanship is flexible, in the sense that a salesman can adjust his sales talk according to the attitude of the customers.
<b>11.</b>	Advertising is extensive, in that it	Salesmanship is intensive. It

	appeals to the masses without concentrating on individual customers.	concentrates on individual customers.
<b>12.</b>	Though the ultimate objective of both advertising and salesmanship is the same, their immediate objective differs.	Advertising is primarily concerned with creating an interest in the customers to buy a product. Salesmanship is concerned with the actual effecting of sales.
<b>13.</b>	Advertising is a one-way means of communication.	Salesmanship is a two-way means of communication.
<b>14.</b>	In the case of advertising, the response from the prospects (i.e., prospective customers) cannot be known immediately.	In the case of salesmanship, the response from the prospects can be known immediately.
<b>15.</b>	In the case of advertising, demonstration of the product is not possible.	In the case of salesmanship, demonstration of the product by salesmen is possible.
<b>16.</b>	Advertising is concerned with all persons in general, regardless of their interest in the product advertised.	Salesmanship is generally concerned with only those persons who are supposed to be interested in the product.
<b>17.</b>	Advertising promotes the art of craftsmanship, i.e., printing, writing, photography, editing, music, acting, etc.	Salesmanship promotes the art of speaking.

<b>18.</b>	The task of advertising is very easy.	Salesmanship is a difficult task, as it involves tackling a number of issues.
<b>19.</b>	The task of advertising can be entrusted to a specialised advertising agency.	The task of salesmanship cannot be entrusted to an outside agency.
<b>20.</b>	Advertising is relatively cheap.	Salesmanship is costly.

It is true that advertising and salesmanship differ from each other in several respects. But the ultimate aim of both is the same, *viz.*, creation, maintenance and expansion of the demand for goods and services. So, both advertising and salesmanship are complementary to each other and are inseparable. In fact, they are considered as the twin sisters of modern commerce.

### **2.6.2 CAN ADVERTISING REPLACE SALESMANSHIP?**

Advertisement cannot replace salesmanship. There are many reasons for arriving at this conclusion. Some of the important reasons are:

1. Both advertising and salesmanship are intended to achieve the same ultimate objective, *viz.*, demand creation (i.e., making the people buy certain goods or services). For achieving the ultimate objective of demand creation, both advertisement and salesmanship are equally important. One cannot replace the other.
2. Advertising is only an impersonal attempt to persuade people to buy. In these days of stiff-competition, mere impersonal attempt to persuade the people is not enough, the impersonal appeal made through advertisement should be followed up by the personal attempt of the salesmen.

3. Advertisement cannot offer clarifications on the doubts of the customers about the products advertised. The necessary clarification can be given only by salesmen.

4. Advertising and salesmanship are complementary to each other. Advertising just prepares the background for the salesman's work, i.e., salesmanship, and it should complete the task which advertising has set in motion.

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## QUESTIONS

1. Define salesmanship.
2. Define personal selling.
3. Describe in detail the characteristics and objectives of personal selling.

4. Discuss the essentials of effective selling.
5. Differentiate advertising from salesmanship.
6. Write in detail the advantages and limitations of salesmanship.
7. Can advertising replace salesmanship?
8. Explain the benefits of salesmanship.

**UNIT - V****SALES PROMOTION****1. INTRODUCTION**

Sales Promotion signifies all those activities that supplement, co-ordinate and make the efforts of personal selling and advertising more effective. It is non recurrent in nature, i.e., it cannot be used continuously.

**1.1 DEFINITION OF SALES PROMOTION**

According to W.J. Standton, Sales promotion includes all those activities other than advertising, personal selling, public relations and publicity, that are intended to stimulate customer demand and improve the marketing performance of seller.

Sales promotion may include coupons, premiums, trade show, in store displays, samples, cash discounts, quality discounts, contests directed towards end users or middlemen.

**1.2 OBJECTIVES OF SALES PROMOTION**

The basic and broad objectives of sales promotion are either identical or very similar to the objectives of advertising or salesmanship. They are as follow:

- a) To introduce new products
- b) To attract new customers
- c) To induce present customers to Repeat purchase more.
- d) To help the firm remain competitive.
- e) To increase Sales during off seasons.
- f) To add the stock of the Dealer



g) To increase loyalty.

h) To widen usage.

### **1.3 IMPORTANCE OF SALESMANSHIP**

“The personal selling” and “salesmanship” are often used interchangeably, but there is an important difference”.

“ Salesmanship may or may not be an important part of personal selling and it is never ‘all of it.

Along with other key marketing elements, such as pricing, advertising, product development and research, marketing channels and physical distribution, the personal selling is a means through which marketing programmes are implemented.

The broad purpose of marketing is to bring a firm’s products into contact with markets and to effect profitable exchanges of products for money.

The purpose of personal selling is to bring the right products into contact with the right customers, and make ownership transfer.

### **1.4 TYPES OF SALESMANSHIP**

Salesmen can be classified in different ways. But the most important method of classification of salesmen is on the basis of the organization in which they are employed. i.e., on the basis of the types of employers they represent.

1. Manufacturer’s Salesmen
  - a) Promotional Salesmen
  - b) Dealer servicing Salesmen
  - c) Merchandising Salesmen
  - d) Specialty Salesmen

2. Wholesaler's (Merchant) Salesmen
3. Retailer's (Consumer) Salesmen
  - a) Indoor or Counter Salesman
  - b) Outdoor Salesman
4. Specialty Salesmen (or) Sales Engineer.
5. Service Salesmen.

### **1.5 NEED FOR REMUNERATION**

Another basic function of sales management is to design the remuneration plan that is aimed at achieving four objectives:-

- i) To attract qualified candidates,
- ii) To reward salesmen for their performance,
- iii) To make sales team serve as a motivating force, and
- iv) To encourage salesmen to stay with the company.

### **1.6 METHODS OF REMUNERATION**

The remuneration paid to the salesmen is fundamentally based either on the time spent by the salesmen on the job or on the volume of sales effected by them.

- a) Straight salary method
- b) Straight Commission method
- c) Salary and Commission method
- d) Salary and bonus method.
- e) Salary, commission and bonus method.
- f) Profit sharing method.

### **1.7 QUALITIES OF A SUCCESSFUL SALESMAN**

Salesmanship is not a child's play. It is a competitive game. To play this competitive game successfully, a salesman should have a pleasing sales personality; Since a Salesman's future lies in successful salesmanship, he has to develop a host of qualities. Those qualities are absolutely necessary to

ensure a successful career in selling. First and Foremost, a salesman must have a willingness to learn, work, and possess a tremendous amount of self-confidence. Determination and self-confidence will take him to new heights eventually.

The common qualities expected to an ideal salesman are listed below

### **1.7.1 PHYSICAL QUALITIES OF A SALESMAN**

1. He must be physically fit as he has to undertake lot of traveling.
2. He must look decent. His dress, hairstyle etc., must give him a pleasing appearance.
3. He must not speak in a loud tone nor should it be feeble. He must have tonal control. His voice must be pleasing to ears.
4. He must be a man of clean habits.

### **1.7.2 MENTAL QUALITIES OF A SALESMAN**

1. He must have the attitude and aptitude for the sales job.
2. He should not be lethargic. He should always be on his toes, i.e., alert.
3. It is important that the salesman has a good memory. Only then, he will be able to remember all his clients, their addresses, telephone numbers, etc.
4. A person cannot be a successful salesman if he lacks self-confidence. As the salesman will not be backed by anyone in his work and has to do all the work himself, he must have supreme self- confidence.
5. He must have adequate knowledge of the company for which he works and also have a thorough knowledge of the product. Otherwise, he will be as bad as a half-baked cake.

6. He must have foresight. This will help him to predict the behavior of his clients and adopt an appropriate strategy to handle them.

### **1.7.3 SOCIAL QUALITIES OF A SALESMAN**

1. The salesman should be courteous. As mentioned earlier, he should not trouble any customer by approaching him without getting the latter's appointment.

2. It is important that the salesman gives a patient hearing to the views of the buyer.

3. He should have good manners. Only then the buyer will be inclined to spare some time for him.

4. He must have an open mind to receive the viewpoints of the people he comes across.

### **1.7.4 OTHER QUALITIES OF SALESMAN**

1. He must be tactful. Although it is said earlier that the salesman must listen to the views of the buyer, it is important that he handles any unnecessary or unwanted remarks tactfully.

2. He must be honest and straightforward in his dealings.

3. He must be loyal to those customers who are sincere and prompt.

4. He must be ambitious.

### **REFERENCE**

<https://accountlearning.com/salesmanship-qualities-of-good-salesmen-knowledge-expected/>

### **QUESTIONS**

1. Describe the qualities required for a good salesman.
2. Explain the various methods of remuneration.
3. Write the importance of salesmanship.
4. What is sales promotion? Elucidate its objectives.
5. Discuss the various types of salesmanship.s