

**Integrated Marketing Communication**  
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**Module No # 09**  
**Lecture No # 45**  
**Personal Selling – Part II**

Welcome back friend!

Up till last session we were talking about steps in personal selling process. And just to reiterate those steps we talked about generating leads, qualifying prospect, knowledge acquisition, sales presentation, handling objections, sales closing and follow ups. And we ended up with this note that follow up is not a simple small term. Now I would try to emphasize upon what we do or how these steps are executed.

I have mentioned brief details about passing remarks on how generating leads. What does it mean when I referred to sources and reaching to the sources. But once you have gone through that you go for a pre call planning kind of a thing and then this is where you are preparing for materializing the sales or going through the sales process. Look at these subsequent stages or subsequent part of discussion with respect to practical preparation on your sales process, personal selling process and I will keep on reminding you of the fact that it is a communication exercise.

Now just on the lighter side if you would have travelled on trains or buses during pre-covid period it was very common, now it is getting started once again. And when you are sitting in a train or a bus in daytime journey you find someone entering and selling some products. Have you noticed that how this person gains attention?

He might start singing something, he might start banging on the roof of the bus, or let us say wall of the train compartment. He gains attention, he makes eye contact, he smiles at you, he charms you, he is inquisitive about what you are thinking, he touches the right cord. I was travelling in a bus and suddenly, its long time back but I still remember it because it gave me a very important lesson related to personal selling.

And one important thing I realised that day was that the effort must be intense, however small the product is. Because otherwise, you would not be able to generate that kind of communication and customer loyalty which we are looking for, this person enters bangs upon the roof of the bus.

Then he says, who is there on this bus which has not felt toothache, for example. Now he started from toothache.

That implied that he is selling something related to toothache. No one could raise their hand because almost everyone passes through to take some part of their time, some part of their lives. And then he says, who are the people who have not contacted dentists? Many of those did not, but most of the time, many people sitting around say yes that they had gone to the dentist.

And then he started structuring an image of going to a dentist, that painful process, and so on. The language he uses was in such a flow, the words are so empathizing that you felt like listening to this person and then kept paying attention to what he first says. And then he says that the teeth are the most important asset of your life because teeth enable you eating your food of choice up till the end of your life and so on. And you must have good teeth up till the end of your life.

Who would not agree? And just before that, I was deliciously severing upon a toffee and a chocolate, and he made me conscious that I should not have been doing that. Because he did not know what I was doing before that, but I was conscious of the fact. And suddenly, he said that to take care of your teeth, you must have an effective tooth powder, and the price was so low, and his methodology was so strong.

And then he offered a guarantee as well he put up his mobile number there, that in case of anything which he promises does not materialize, you can contact him. However, all of us are sure that we would not be contacting him for 30, 40 rupees or so. But he gave you mobile number as an assurance and he was taking you from this side to that side in terms of emphasizing upon the need of such kind of an important product which you are not having with you and then that product would do good to almost all of your family. And then you do not care about yourself, but everyone cares about their family. This narrative gives us four important insights. One which we have been discussing about personal selling, the other which we have seen in relation to the steps associated with as far as the person selling process goes so. Some of the steps are catered through by this narrative.

Most important element of personal selling is communication. Introduction of brand making customers aware of that particular kind of a brand however insignificant it is and then intensity associated with sales and generating a customer connect. Again, even if the customers they do not care about the kind of price you are asking for it can be low.

So that is the perspective which personal selling offers you and when you prepare for pre-call planning that is the moment when you decide. I asked this guy later on how you prepare sales pitch. He says that I keep on watching people boarding on the bus and then I judge paying

capacity of people depending upon what kind of apparels they are wearing, what kind of suitcases they are carrying so. He puts up a frame of types of customers who would be found in this journey. And then he initiates a particular kind of a perspective around his narrative so many a times he starts from dentists, many a times he starts from kind of village environment. Because if not many people who resembles as if they are staying in village as far as their appearance goes so he generates a different narrative around that.

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Now this can be replicated or understanding can be replicated in almost all pre-call planning that what do you want to accomplish? We want to accomplish sales, it is an obvious answer but what kind of sales volume? And do we want to accomplish immediate customer connect with a long term reliability aspect or just the instruction of the product or the awareness about the product? or do we look forward to some of the customers purchasing larger number of products at that particular moment.

And if you are talking one to one then what do you wish to accomplish as a sales team. Here, for example, we have been talking of media. So let us imagine the sales team of a newspaper approaching the clients. Now what do you want to accomplish? A particular kind of a space to be sold at the particular moment for let us say one or two days or you want a long term client association?

If you want a long-time client association then you must have an appointment with the most important decision maker in that organization. And then you must have a perspective of benefit which you would be spreading in front of him that how he would gain or their organization would gain in due course of time by getting associated with this offer or whatever you are suggesting.

What do you want to accomplish is an important question. The other element is that what do I know about the prospect and I mentioned that when I talked about generating information. Generating information about individual is easy but when that example wherein this person boards the bus along with you that is where your imagination experience perspective comes to fore.

Any even if you have an individual information or information about an individual you do not know the behavioural response which you might generate or end up generating at that particular moment. You have to analyse that with lots of rehearsal and imagination at that particular time and then obvious questions are: where can I find that information? And what I am going to say? This is the most important part which I have tried to suggest through these examples.

Now, let us say you are putting up a sales pitch on behalf of an organization in front of your client. You are well rehearsed, you have all the information, you have some behavioural element in your mind as well. But just before you have reached there in time for your appointment. Just before you would be reaching there, so those 10 minutes your client would have spent on something which has created a stress in his mind and you are aware of that. Here comes the most important insight when you reach in front of the person or people whom you are going to address. Look into their eyes, try and feel that what would charm them. They might be looking forward to the end of time when you push off from their side but then it is up to you how well you gain their attention.

I would not advise that you should learn it from stand-up comedians or people who make humour or develop humour, but they are good learning lessons. If you will watch such healthy shows, you would try to gain an assessment of how they gain attention of others. Especially in family shows wherein they try to gain attention of so many families sitting in front of them whichever way you want to learn it. But this is a very important thing.

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And then you have to reiterate some questions in your mind and one of the most important question time and again which you have to reiterate is that what business we are into? Because you look at yourself with the perspective of being the sales person representing a product. Now make that kind of an effect you might not at all generate that kind of a communication which would lead to a loyal customer at the end of the day.

For example, a food processor being sold by a salesman or a sales woman. Now if they imagine that they are selling just a food processor they might not generate that kind of cord. If they imagine that they are selling something which would ease the life of their customers and then they emphasize upon how should they be using this and in the meanwhile when they are demonstrating that or they initiate the demonstration or let us say the usual liking of their customers that means what kind of food they prefer most of the times and then they generate a connect with the processing of that food more or less, that is where things would be effective. So one that they belong to the business of easing the lives of their customers and then easing the lives with their likability. Now that is what important kind of a thing is.

If a water purifier salesman or sales woman feels that they are offering water purification system or that would be too crude. Now if they feel that they are enabling a healthy life for their customers. Do you remember Eureka Forbes (FE) campaign? That was an effective advertisement. And I would be talking about that case study in a short while from now so that is where what business we are in.

The product and the market related to that kind of thing or the contemporary products.

Next is who handles purchase process, that is who is the biggest influencer. If you are going to a family ask who is the influencer? If you are going to an organization who is the influencer? And is he taking part in that demonstration or discussion. If he is not there then definitely there would be two stage or three stage kind of materialization of sales. Which would be difficult if somehow some competitor also comes in then make sure that you are meeting the decision maker. Most of the times or let us say it is not more than 2 stages.

Then how often the purchase is made? It depends upon the product as well. But the point is that what is the frequency of the need of that kind of a product or when this would worn out in terms of the usage of that particular kind of customer. Assessment of the usage based life cycle of one particular kind of a product is the job of the selling team or selling person. And that is where comes the most important roles of personal sellers or selling team or sales force. That is related to imagining the life cycle of a particular product with a customer. Assessing that how far this product would go and you watch a car salesman talking to a particular kind of a customer during a test drive. That car salesman usually focuses upon emphasizing upon the beauty and the wonder of that car. But many experienced salesmen watching the prospective customer drive, they think in terms of that what would be the usage level of this customer and they keep on asking questions related to his early cars or his early driving habits. Or if he is a first-time buyer, then how he manages other products what is the maintenance routine?

Collating the driving habit and the routine and demographic profile this person can imagine that what would be the problems he would be facing in terms of this particular product and what would be the age of this car with this customer? Or let us say the kind of initial most parts which he would require in due course of time and that is the time when he can advise him well. Because an honest advice at that particular moment would gain loyalty of that customer. Would not only materialize the sales but definitely would gain the loyalty of customer at the end of the day.

And then while thinking about this while imagining the information, the seller - the member of the sales force is imagining the competition as such. He knows the direct competition but this person is intelligent enough to understand that if somehow the customer would not be purchasing my product and even the product of the direct competitor then he might spend that kind of money on something else.

To understand it better lets imagine you are approaching a customer who is about to purchase his second or third car. He is looking forward to purchasing a good car if it comes his way. But then if he holds the decision then he would not switch over to some competitor but he might end up purchasing a tourist package for his family. That might be his 10 years or 20 years of his

marriage or so on and he wants to gift his family something.

So that comes from the information as well as analyzing that if I lose then what is the competition ahead of me? And if you have information that is related to their family and their family life then you can always introduce that product as the prospective part of that event in their lives. You may well in advance tell them that this product is going to be a mark in relation to the event or the year which is coming their way.

And then tourism package might generate good memories but there would nothing there to possess and so on. There can be lots of comparison and that is how jewellery businesses attract customers, although personal selling is done less in those kinds of businesses. There are several other such related questions wherein we can go on and on with pre-approach information need and so on

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The next element is reducing the anxiety of the customer and enhancing the relationship. I have talked about customer relationship management associated with personal selling. And so this subsequent slides or information one of these slides are related to the same thing. Now just to summarize what we have talked about up till now when we are going through the process or let us say structuring the process of personal selling.

We are looking at the actionable steps and those actionable steps are related to planning deciding upon how would you approach the prospect, what would you say, how would you compare, how would you put up that thing in terms of generating a need in front of that prospect if that prospect would be difficult, then what would be your way out. How would you smoothen the day of that prospect?

And if the sale does not materialize at that particular time how would you generate a cord for that prospect to be contacted once again? Most of the times these wonderful people from insurance companies, they very well understand that particular moment their sales might not get materialized. They immediately realize that this interaction would not close up sales. So they generate a cord like when are you free next time, because there is something which I have to offer you more in terms of another kind of an option which are companies having but that policy has yet to come up and has to be announced, so let me bring it back to you and so on. They keep on generating a particular cord for the future kind of thing and then that is how an assessment or perspective comes in.

And if the sales materialize then the biggest responsibility on the personal selling team is to bring the profile of the customer back to the company and generate future references and create a

satisfaction level of the customer while taking him towards loyalty. Remember we talked about brand preferring customers and brand loyal customers. It is the job of the selling team to generate brand preference as well as brand loyalty.

If we are talking of personal selling then there are some new roles of sales people or I should say that these are not so new they have always been there but now you find these roles getting prominent in due course of time.

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First is 'Research'. Earlier it was a complimentary kind of a function wherein the sales team comfortably brings back the insight. And then share that insight with the research team and the research team structurally goes with objective researches. Or let us say reflexive researches but nowadays many intelligent marketing organizations or organizations at large they prepared their sales team as their researchers as well they teach them how to pursue a methodological framework.

To understand what the customers would need and how their needs and preferences would change in due course of time and then who are their main influencers and so on. They even go for problem identification researches in due course of time. Because for example, a sales person is pursuing a sale for particular product. And in the meanwhile, the company is looking for a new product line leave aside this present line. If a company is looking for a new product line then who is going to become the reason for bringing in insights upon what that line should be? So that is where research becomes an important part of the whole scenario goes.

Another is 'map making'. It is largely structuring the whole thing. Now these these are integrating thought processes, integrative functions where this magician has this insight of connecting all the dots.

Guiding is required the most by the customer. Guiding has become one of the most important reasons for customers to enhance or to gain trust for the organization. Or organization becomes trustworthy in front of the customer because they have been guided well. Because that justifies that organization is honest to them and that is a very important thing which is becoming the reason for organization to hold their customers for a longer time.

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There are several kinds of sales job: creative selling, order taking, missionary sales. Creative selling is encompassing roles wherein assessing a situation and determining the needs. It requires lot of skills and preparation. Others are precisely associated with the larger marketing function wherein everything is done: you are pursuing that thing in terms of becoming a connection

between the customer and the organisation.

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And at last as I said I would be taking you towards the example which holds a very big prominence in terms of personal selling Eureka Forbes. It started in 1982 as a joint venture between Forbes India group and Electrolux of Sweden. How do we know Eureka Forbes (FE)? They interestingly started with vacuum cleaners.

More prominently as compared to water purifiers. Those were the days in nineteen eighties wherein vacuum cleaners were in middle income group segment. If you look at it with demographic perspective or income perspective, those days' homemakers or working women were looking for such kind of options to make their homes dust free. Indians were becoming aggressively aware about their surroundings and health is associated with hidden dust and those kinds of things.

This organization entered with this product at the right time and rest is history. They reach to a large number of homes in due course of time. They established the concept of vacuum cleaners and it generated brand strength for this company wherein they are selling several other products but largely categorized into 2-3 parts and vacuum cleaners and water purifiers are one of the most important part of their product range.

And how did they do that? They created euro champs that is the members of their sales organisation or their sales team and this well-trained person have a very specific wonderful methodology of approaching their customers.

Becoming friendly with them and then entering into their minds and hearts with the relevance of the product and making that product as the part of the lives of the customers. So much so that now Eureka Forbes they have their call centre or their call people they call you and they ask you that which of the Eureka Forbes products you are not using meaning thereby question justifies that some of the products definitely you would be using.

Or they politely asked many a times: Are you using any product which is not related to Eureka Forbes in vacuum cleaners or water purifiers? Emphasizing the fact that Eureka Forbes is already your part of life. And we want to get closer to you. That is the confidence of the organization which understands, which has made lot of difference on the ground with the help of their team called euro champs.

And rest is history wherein this company began advertising across various media primary to familiarize the target segment homemakers with this produce and introduce it to sales force as



well. There were advertisements FE doctor is a very successful campaign, which they came up with and then television commercials featured models, which appeared friendly and trustworthy and so on. Then they brought in people who were very famous during those days for example Mr Nitish Bhardwaj, he appeared in a tele-serial which was famous about lord Krishna and he became a household name. Eureka Forbes introduced him for their campaign as well.

So to cut the long story short - this can be fetched through different sources as well and then you would have lots of slides with you to read.

Eureka Forbes through their door to door approach and through a very wonderful methodology, well trained team which was trained with the complete process, which we have discussed, became a very successful name in this country. As I said so much so that today they are part of the lives of almost a very large number of households in this country.

Then they have been complementing with the toll-free numbers or let us say other efforts also and this complete structure which they have been following. Larger role of personal selling, complementary role of promotions many a times and complementary role of advertising has made them the leaders of their segment.

It is a very successful story. Go through that and try and understand how the last segment wherein we discussed personal selling becomes one of the most important modes of communication and the complete marketing process as such.

Do you feel that personal selling is at the centre of communication and marketing? If you feel so the session is complete. I feel happy about it.

Thank you.

Good bye for now.