

Ans) Theories of selling explain the different approaches used by salespeople to influence customers and persuade them to buy a product or service. The three major theories of selling are as follows:

1. AIDAS Theory of Selling

This theory describes the psychological stages a customer goes through before making a purchase. The stages include:

- Attention: Capturing the customer's attention through advertisements, promotions, or sales presentations.
- Interest: Generating interest in the product by highlighting its key features and benefits.
- Desire: Creating a strong desire for the product by demonstrating how it solves a problem or fulfills a need.
- Action: Encouraging the customer to make a purchase through persuasive communication and closing techniques.
- Satisfaction: Ensuring customer satisfaction so that they return for future purchases and recommend the product to others.

2. Right Set of Circumstances Theory

This theory suggests that a sale occurs when the right conditions exist. The salesperson must identify favorable circumstances and align the sales approach accordingly. If the customer is approached at the right time, in the right place, and with the right product, they are more likely to make a purchase. The role of the salesperson is to recognize and create these ideal conditions.

3. Buying Formula Theory

This theory emphasizes that customers make buying decisions based on their needs and wants. According to this approach, a buyer first recognizes a problem or need, then looks for a solution, evaluates different options, and finally makes a purchase decision. The salesperson's role is to guide the customer through this decision-making

process by understanding their needs and presenting the product as the best solution.

Each of these theories provides a different perspective on the sales process, helping businesses and salespeople refine their strategies to effectively convert potential customers into buyers.