

SRI VENKATESWARA UNIVERSITY: TIRUPATI

Courses Offered for All Groups

LIFE SKILLS COURSES

w.e.f. AY 2023-24 (SEMESTER-II)

SKILLCOURSE

MARKETINGSKILLS

Credits:2

2hrs/week

Course Objective:

This course will help the students to develop a better appreciation and understanding of the role of marketing in a business organization specifically, and able to have operational skills of various marketing activities.

Learning Outcomes:

The learner is able to:

1. Formulate a *marketing* plan that will meet the needs or goals of a business or organization and Conduct market research to provide information needed to make marketing decisions.
2. Understand different strategies for effective design of Marketing Mix;
3. Know the Sales Skills including effective personal selling skills;

UNIT I: INTRODUCTION TO MARKETING:

Marketing Management Tasks

Marketing Environment

Marketing Research and Information

Market Segmentation

Determinants of Consumer Behaviour

UNIT II: MARKETING MIX:

Elements of Marketing Mix

7P's of Service Marketing Mix

Product Life Cycle

Sales Promotion

Social Media Marketing

UNIT III: NATURE AND ROLE OF SELLING:

Nature and Importance of Selling

Attributes of a Good Salesperson

Personality and Physical Characteristics

Communication Skills

UNIT – I

INTRODUCTION TO MARKETING

1. Define Marketing and explain its features.

Marketing refers to the process of ascertaining consumer needs, converting them into products and services, and then moving the product or service to the final consumer segment with emphasis on profitability and consumer satisfaction, ensuring the optimum use of the resources available to the organization.

Definition:

According to Philip Kotler, "Marketing is the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit.

Features of Marketing:

1. **Customer focus:** The marketing function of a business is customer-centered. It makes an attempt to study the customer needs, and goods are produced accordingly. The business existence depends on human needs. In a competitive market, the goods that are best suited to the customer are the ones that are well-accepted. Hence, every activity of a business is customer-oriented.
2. **Customer satisfaction:** A customer expects some services or benefits from the product for which payment is made. If this benefit is more than the amount paid, then the customer is satisfied. In the long run, customer satisfaction helps to retain market demand. It helps achieve organizational objectives.
3. **Objective-oriented:** All marketing activities are objective-oriented. Different objectives are fixed at different levels, but the main objective is to earn profit from business along with the satisfaction of human wants.
4. **Marketing is both art and science:** Art refers to a specific skill that is required in marketing activities of any type of business. Science refers to a systematic body of knowledge, based on facts and principles. The concept of marketing includes a bunch of social sciences such as economics, sociology, psychology and law. It indicates market operations based on some principles. Hence, marketing is an art as well as a science.
5. **Continuous and regular activity:** Marketing is an activity designed to plan, price, promote and distribute products. At the same time, it also addresses both the current and future consumers. Thus, it is a continuous process. This helps in coming up with new products.
6. **Exchange process:** Marketing involves exchange of goods, services and ideas with the medium of money. Exchange takes place between sellers and buyers. Most of

marketing activities are concerned with the exchange of goods. Functions such as distribution, after-sale services and packaging help in the exchange process.

7. **Marketing environment:** Economic policies, market conditions, and environmental factors, such as political, technological, demographic and international, influence marketing activities. A successful marketer needs to adapt to these changing factors and adjust marketing strategies to suit new market developments.
8. **Marketing mix:** A combination of four inputs constitutes the core of a company's marketing system—product, price, place, and promotion. Marketing mix is a flexible combination of variables. They are influenced by consumer behaviour, trade factors, competition and government regulatory measures.
9. **Integrated approach:** The marketing activities must be co-ordinated with other functional areas of an organization. Functions such as production, finance, research, purchasing, storekeeping and public relations (PR) are to be integrated with marketing. This will help in achieving organizational objectives.
10. **Commercial and non-commercial organizations:** Commercial organizations are adopting cause-related marketing to strike long-term relations with consumers. Non business organizations such as educational institutions, hospitals, religious institutions and charitable trusts have also found meaningful applications of marketing. Thus, marketing is applicable to both business and non-business organizations.
11. **Precedes and follows production:** Identifying consumer needs and wants is the primary task of a marketing manager. Production activities are adapted to these consumer needs. Thus, marketing precedes production. Marketing helps in the distribution of the goods which follows production. Hence, production and marketing activities are closely related to each other.

2. Explain the major tasks of marketing management / marketing manager.

Marketing management involves segmenting markets, selecting target markets, and establishing a position in the minds of buyers. It consists of the making and implementing of the decisions necessary for the marketing of specific ideas, goods and services.

Marketing management involves a responsibilities aimed at planning, implementing, and controlling an organization's marketing efforts. These tasks are designed to meet the organization's objectives by satisfying customer needs, increasing sales, and building strong brand awareness.

Major Tasks of Marketing for the Success in Marketing:

Marketing management has to do a set of tasks necessary for success in marketing. The basic tasks of marketing are as follows:

Major Tasks of Marketing for the Success in Marketing

- Develop marketing strategies and plans
- Creating marketing information system
- Build customer relationship
- Build strong brands
- Determine marketing mix
- Deliver value
- Communicate value
- Create long-term growth
- Implementation and control

1. Develop marketing strategies and plans: The first and foremost tasks of marketing are to develop marketing strategies and plans. They consist of following tasks:

▲ Determining the strategies consist of identifying the marketing objectives or goals of the organization. They are concerned with product, price, channel, promotion, competitors, etc.

▲ Marketing plans involve managers by which the marketing goals can be achieved. They involve deciding policy, strategy, tactics, procedures, rules and regulations and marketing programs, budgets and schedules to achieve the long-term as well as short-term goals.

▲ They assess and analyze strength and weakness, opportunities and threats (SWOT).

2. Creating marketing information system: It is concerned with understanding what is happening inside and outside the company. Simply there are four components of marketing information. They are Internal Record System, Marketing Intelligence System, Marketing Research and Decision Support System.

3. Build customer relationship: Marketing needs to build customer relationship. Building customer relationship is a very effective way to increase satisfaction and sustain in market. The relationships can be built by using the emerging concepts such as relationship marketing and customer relationship management.

4. Build strong brands: Marketing needs to build strong brand. It is also a major task of marketing. Strong brand helps in promotion, value creating, image development, product positioning, brand loyalty and expansion of product lines.

5. Determine marketing mix: Marketing needs to create and determine an effective marketing mix to satisfy needs of target markets. It is the combination of four inputs such as the product, the price, the place and the promotional activities. Different marketing mix is essential for different groups of customers.

6. Deliver value: Marketing needs to deliver value to the target customers. Value is the ratio between what the customers pay and what they receive. Marketing must determine how to properly deliver the value embodied by the products and services to the target market.

7. Communicate value: Marketing needs to communicate value to target markets. It has to develop an integrated marketing communication program that maximizes the individual and collective contribution. For this, marketing has to set up mass communication programs consisting of advertising, personal selling, sales promotion, public relations and publicity.

8. Create long-term growth: Marketing must take a long-term view of its products and brands and how its profits should be grown. Based on its positioning, it must initiate new-product development, testing and launching.

9. Implementation and control: Marketing must organize its marketing resources and implement and control the marketing plans. It must build a marketing organization that is capable of implementing marketing plans and strategies. Similarly, it must find out any deviations between achieved performances against planned or budgeted performance using predetermined standards. It provides feedback about marketing planning and strategies.

3. What is marketing environment? Explore micro and macro marketing environments and their impacts on strategic decisions.

The marketing environment is the combination of external and internal factors and forces that affect the company's ability to establish a relationship and serve its customers.

1. Micro Environment:

The micro-component of the external environment is also known as the task environment. It comprises external forces and factors that are directly related to the business. These include suppliers, market intermediaries, customers, partners, competitors and the public.

i) Suppliers: It provides raw material to produce goods and services. Suppliers can influence the profit of an organization because the price of raw material determines the final price of the product. Organizations need to monitor suppliers on a regular basis to know the supply shortages and change in the price of inputs.

ii) Marketing Intermediaries: It helps organizations -in establishing a link with customers. They help in promoting, selling, and distributing products. Marketing intermediaries include the following:

a) Resellers: It purchases the products from the organizations and sells to the customers. Examples of resellers are wholesalers and retailers.

b) Distribution Centers: It helps organizations to store the goods. A warehouse is an example of distribution center.

c) Marketing Agencies: It promotes the organization's products by making the customers aware about benefits of products. An advertising agency is an example of marketing agency.

d) Financial Intermediaries: It provides finance for the business transactions. Examples of financial intermediaries are banks, credit organizations, and insurance organizations.

iii) Customers: Customers buy the product of the organization for final consumption. The main goal of an organization is customer satisfaction. The organization undertakes the research and development activities to analyze the needs of customers and manufacture products according to those needs.

iv) Competitors: It helps an organization to differentiate its product to maintain position in the market. Competition refers to a situation where various organizations offer similar products and try to gain market share by adopting different marketing strategies.

v) Public: Public is also an important factor of micro environment. The satisfaction of general public should be the utmost aim of organisation as competitors and customers are all part of general public. The policies and activities of the organisations have a significant impact on other groups of the general public. Hence, public relation is crucial for the long-term survival and growth of the organisation.

2. Macro Environment:

Macro environment involves a set of environmental factors that is beyond the control of an organization. These factors influence the organizational activities to a significant extent. Macro environment is subject to constant change. The changes in macro environment bring opportunities and threats in an organization.

i) Demographic Environment: Demographic environment is the scientific study of human population in terms of elements, such as age, gender, education, occupation, income, and location. It also includes the increasing role of women and technology. These elements are also called as demographic variables. Before marketing a product, a marketer collects the information to find the suitable market for the product.

ii) Economic Environment: The economic environment constitutes factors that influence customers' purchasing power and spending patterns. These factors include the GDP, GNP, interest rates, inflation, income distribution, government funding and subsidies, and other major economic variables.

iii) Natural Environment: Natural environment consists of natural resources, which are needed as raw materials to manufacture products by the organization. The marketing activities affect these natural resources, such as depletion of ozone layer due to the use of chemicals. The corrosion of the natural environment is increasing day-by-day and is becoming a global problem.

iv) Socio-Cultural Environment: Socio-cultural comprises forces, such as society's basic values, attitudes, perception, and behavior. These forces help in determining that what type of products customers prefer, what influences the purchase attitude or decision, which brand they prefer, and at what time they buy the products. The socio-cultural environment explains the characteristics of the society in which the organization exists. The analysis of socio-cultural environment helps an organization in identifying the threats and opportunities in an organization.

v) Technological Environment: The technological environment constitutes innovation, research and development in technology, technological alternatives, innovation inducements, and also technological barriers to smooth operation. Technology is one of the biggest sources of threats and opportunities for the organisation, and it is very dynamic.

vi) Political and Legal Environment: Political and legal environment consists of legal bodies and government agencies that influence and limit the organizations and individuals. The political and legal environment has a serious impact on the economic environment of a country. For example, in some regions of Uttar Pradesh, Reliance Fresh had to shut down its stores because of the lack of political support.

4. Define Marketing Research. Describe the stages in Marketing Research Process.

Marketing research is defined as, "The systematic, search for the study of the facts relevant to any problem in the field of marketing." Marketing research may be described as a tool of getting facts to be used by the executive in formulating policies and

plans. It can also be defined as the systematically collecting, recording and analyzing of data about problems relating to marketing of goods and services.

It is a systematic search for information. It includes data collection, analysis and interpretation. Research cannot draw decisions, but it helps the marketers to take proper decision related the task

Marketing Research Process:

Marketing Research Process

- Identification and Defining the Problem
- Statement of Research Objectives
- Planning the Research Design or Designing the Research Study
- Planning the Sample
- Data Collection
- Data Processing and Analysis
- Formulating Conclusion, Preparing and Presenting the Report

1. Identification and Defining the Problem: The market research process begins with the identification "of a problem faced by the company. The statement of problem may not be possible at the outset of research process because only the symptoms of the problems are clearly visible at that stage. Then, after some explanatory research, clear definition of the problem is of crucial importance in marketing research because such research is a costly because in process involving time, energy and money.

2. Statement of Research Objectives: After identifying and defining the problem with or without explanatory research, the researcher must take a formal statement of research objectives. Such objectives may be stated in qualitative or quantitative terms and expressed as research questions, statement or hypothesis. For example, the research objective, "To study the profitability out the extent to which sales promotion schemes affected the sales" is a research objective expressed as a statement.

3. Planning the Research Design or Designing the Research Study: After defining the research problem and deciding the objectives, the research design must be developed. A research design is a master plan specifying the procedure for collecting and analyzing the needed information. It represents a framework for the research plan of action.

The objectives of the study are included in the research design to ensure that data collected are relevant to the objectives. At this stage, the researcher should also

determine the type of sources of information needed, the data collection method (e.g., survey or interview), the sampling, methodology, and the timing and possible costs of research.

4. Planning the Sample: Sampling involves procedures that use a small number of items or parts of the 'population' (total items) to make conclusion regarding the 'population'. Important questions in this regard are- who is to be sampled as a rightly representative lot? Which is the target 'population'? What should be the sample size? How to select the various units for to create the sample?

5. Data Collection: The collection of data relates to the gathering of facts to be used in solving the problem. Hence, methods of market research are essentially methods of data collection. Data can be secondary, i.e., collected from relevant reports, magazines and periodicals, especially written articles, government publications, company publications, books, etc. Data can be primary, i.e., collected from the original base through empirical research by means of various tools. There can be broadly two types of sources (i) Internal sources- existing within the firm, such as accounting data, salesmen's reports, etc. (ii) External sources outside the firm.

6. Data Processing and Analysis: Once data have been collected, these have to be converted into a format that will suggest answers to the initially identified and defined problem. Data processing starts with the editing of data and its coding. Editing involves inspecting the data- collection forms for omission, legibility, and consistency in classification. Before tabulation, responses need to be classified into meaningful categories. The rules for categorizing, recording and transferring the data to 'data storage media' are called codes. This coding process facilitates the manual or computer tabulation. If computer analysis is being used, the data can be key punched and verified.

In its simplest form analysis may involve determination of consistent patterns and summarizing of appropriate details. The appropriate analytical techniques chosen would depend upon informational requirements of the problem, characteristics of the research designs and the nature of the data gathered.

7. Formulating Conclusion, Preparing and Presenting the Report: In the final stage in the marketing research process is that of interpreting the information and drawing conclusion for use in managerial decision. The research report should clearly and effectively communicate the research findings and need not include complicated statement about the technical aspect of the study and research methods. Often the management is not interested in details of research design and statistical analysis, but instead, in the concrete findings of the research.

5. Define Marketing Information System. Write its features and importance.

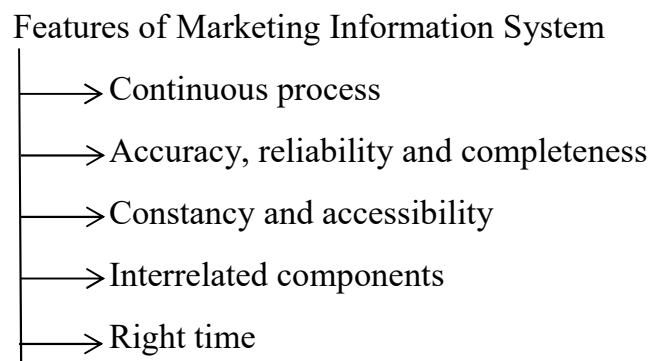
A marketing information system consists of a structured, interacting complex of persons, machines, and procedures designed to generate an orderly flow of pertinent information, collected from both internal and external firm sources, for use as the basis for decision-making in specified responsibility areas of marketing management.

Definition:

According to Philip Kotler, "A marketing information system consists of people, equipment and procedures together, sort, analyze, evaluate, and distribute needed, timely and accurate information to marketing decision maker."

Features of Marketing Information System:

The main features of marketing information system are continuous process, accuracy, reliability and completeness, constancy and accessibility, interrelated components, right time etc. They are made clearer by the following figure:



1. Continuous process: The important function of marketing information system is to collect necessary information, select, analyze, review and evaluate them for taking proper decision and controlling. This function goes on regularly. So, marketing information system is a continuous process.

2. Accuracy, reliability and completeness: Marketing information system provides accurate, reliable and complete information for taking rational and quick decision. Such types of information become compulsory in a competitive environment.

3. Constancy and accessibility: The bases of information provided by marketing information system become same. So, information becomes constant and uniform. Similarly, information can be easily obtained. Due to the tremendous development in information technology, consistency and uniformity in flow of information have become possible and easily accessible.

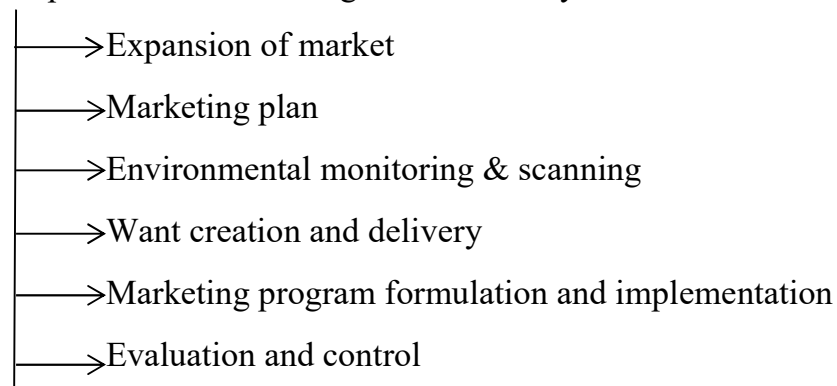
4. Interrelated components: Marketing research, marketing intelligence, internal record and information analysis are the components of marketing information system. The components have an important role to make information complete, reliable and updated.

5. Right time: Decision should be rational and quick. If there is no quickness in decision, it becomes meaningless. This means, if a decision to be taken today is taken tomorrow, it becomes meaningless and cannot work. Marketing information system provides accurate information in proper time for taking quick and rational decision.

Importance of Marketing Information System:

Marketing information system plays an important role in market expansion, effective marketing plan, environmental scanning and monitoring, want creation and delivery, marketing programme formulation and implementing, evaluation and control.

Importance of Marketing Information System



1. Expansion of market: Marketing information system plays an important role in market expansion besides conducting daily organizational functions. It provides necessary information to promote market from local to national, national to regional and regional to global market. In the lack of marketing information system, expansion of market becomes impossible.

2. Marketing plan: Organizational success in competitive market depends on effective plans. Sufficient and reliable information about customers' wants, needs, changing fashion, strong and weak aspects of competitors, customers' brand loyalty, buying behavior, and buying motives etc. become necessary making effective plans. Marketing information system helps in making effective marketing plans by providing information about such things.

3. Environmental monitoring and scanning: Environmental monitoring and scanning are the important organs of marketing information system. Business organizations should monitor economic, political, legal, social, competitive, technological and other elements regularly. Changes in such environmental elements provide opportunities on the one hand

and threats on the other. So, environmental elements should be scanned, opportunities be utilized and threats be faced.

4. Want creation and delivery: To get success in competitive environment, a business organization should be able to create wants of the customers and deliver goods to satisfy their wants. Market research should be conducted and analysis be made to identify customers' wants and make them realize such wants. For this, marketing information system is needed.

5. Marketing program formulation and implementation: Success of a business organization depends on effective marketing plans and their implementation. Marketing information system collects information about customers' wants, needs, product price, discount, commission, sale condition, possible demand etc. and analyzes and disseminates such information, which is indispensable for making marketing plans and implementing them. So, marketing information system is also very important to make marketing plans and implement them.

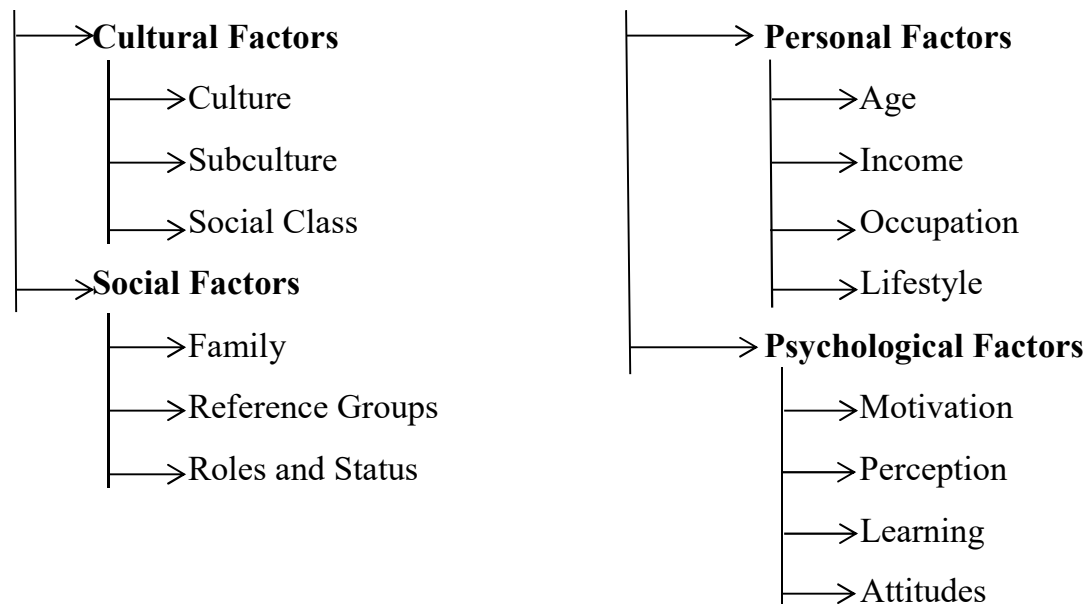
6. Evaluation and control: Regular evaluation and control of marketing program is an important task of marketing management process. What types of programs become successful, what types of programs can help to achieve organizational goal to what extent and what changes or improvement are needed in the programs etc. are the matters related to study, evaluation and control which can be done only with the help of marketing information system.

6. Explain the Determinants of Consumer Behaviour. (or) What are the factors influencing Consumer Behaviour.

There are a number of factors that affect the buying behavior of consumers. These factors can be classified under four heads:

1. Cultural Factors
3. Personal Factors
2. Social Factors
4. Psychological Factors

Factors influencing Consumer Behaviour



1. Cultural Factors: A group of people is associated with a set of values and ideologies that belong to a particular community. Therefore, cultural factors have a strong influence on consumer buying behavior. They include:

a) Culture: Culture is a handed-down way of life and is often considered the broadest influence on a consumer's behavior. The influence of culture on buying behavior varies from country to country; therefore marketers have to be very careful in analyzing the culture of different groups, regions, or even countries.

b) Subculture: A subculture is a group of people within a culture who are different from the dominant culture but share the same set of beliefs and values. Marketers can use these groups by segmenting the market into various small portions by, for example, designing products according to the needs of a particular geographic group.

c) Social Class: A social class is a group of people who have the same social, economic, or educational status in society. To some degree, consumers in the same social class exhibit similar purchasing behavior. In this way, marketing activities could be tailored according to different social classes.

2. Social Factors: People wish to be socially accepted, so they tend to imitate others including their purchases. Among the most important social factors are:

a) Family: Buyer behavior is strongly influenced by the family they belong to. A person develops preferences from his childhood by watching family buy products and continues

to buy the same products even when they grow up. Companies, therefore, are interested in which family members have the most influence over certain purchases.

b) Reference Groups: Reference groups are groups (social groups, workgroups, or close friends) a consumer identifies with and may want to join. The impact of reference groups varies across products and brands. For example, if the product is visible such as dress or car, then the influence of reference groups will be high.

c) Roles and Status: A role consists of the activities that a person is expected to perform. Each role carries a status. For example, if a woman works as a finance manager, she plays two roles: finance manager and mother. Therefore, she is largely influenced by her role and will choose products that communicate it.

3. Personal Factors: The Personal Factors are the individual factors to the consumers that strongly influence their buying behaviors. These factors vary from person to person that result in a different set of perceptions, attitudes and behavior towards certain goods and services. Some of the important personal factors are:

a) Age: The consumer buying behavior is greatly influenced by his age, i.e. the life cycle stage in which he falls. The people buy different products in different stages of the life cycle. Such as the purchase of confectionaries, chocolates are more when an individual is a child and as he grows his preferences for the products also changes.

b) Income: The income of the person influences his buying patterns. The income decides the purchasing power of an individual and thus, the more the personal income, the more will be the expenditure on other items and vice-versa.

c) Occupation: The occupation of the individual also influences his buying behavior. The people tend to buy those products and services that advocate their profession and role in the society. For example, the buying patterns of the lawyer will be different from the other groups of people such as doctor, teacher, businessman, etc.

d) Lifestyle: The consumer buying behavior is influenced by his lifestyle. The lifestyle means individual's interest, values, opinions and activities that reflect the manner in which he lives in the society. Such as, if the person has a healthy lifestyle then he will avoid the junk food and consume more of organic products.

4. Psychological Factors: Factors based on human psychology are a major determinant of consumer behavior, and they are on four aspects:

a) Motivation: The level of motivation also affects the purchasing behavior of customers. Each person has different needs, such as physiological needs, biological needs, social needs, etc. The nature of the requirements is that some are more urgent,

while others are less pressing. Therefore, a need becomes a motive when it is most urgent to lead the individual to seek satisfaction

b) Perception: Customer perception is a process where a customer collects information about a particular product and interprets the information to make a meaningful image of it.

c) Learning: Refers to the process by which consumers change their behavior after they gain information or experience. It doesn't just affect what you buy; it affects how you shop.

d) Attitudes: Attitudes are enduring "mental positions" or emotional feelings, favorable or unfavorable evaluations, and action tendencies people have about products, services, companies, or ideas. Since such beliefs and attitudes make up brand image and affect consumer buying behavior, marketers aim to change the beliefs and attitudes to positive ones through designing special campaigns.

7. What is Market Segmentation? Explain the importance and types of Market Segmentation.

Market segmentation is a process of dividing the entire market population into multiple meaningful segments based on marketing variables like demographics, geographic, psychographics etc. It can be used by a company to sell their product/service more effectively. Once an entire population is divided into market segments or groups, companies can target them more accurately and design their positioning accordingly. This entire process is also known as STP (Segmentation, Targeting strategy and Positioning) marketing strategy.

Importance:

In to-days competitive world, market segmentation plays very important role and support to the marketing firm to survive and prosper in the target market. This will be made clearer with the help of the following points.

1. Better Marketing Performance: The total market is very vast and also heterogeneous. Here market segmentation helps a firm to compete in a highly competitive market. It is needed in order to concentrate attention on specific target market and also to achieve better result in terms of turnover, profit, and customer satisfaction.

2. Appropriate Adjustment of Marketing Mix: Market segmentation is needed in order to adjust marketing mix as per the needs and requirements of specific group of consumers. Advertising and marketing appeals can be made effectively through market segmentation.

3. Introduction of Appropriate distribution Strategy: Market segmentation is required for divide and conquers strategy. It helps in designing distribution strategy and introduces different distribution mixes as per need of each segment. For example, high priced quality products targeted at upper class may require exclusive showrooms or dealerships.

4. Brings About Progress and Awareness: Market segmentation not only enables the manufacture to develop a suitable product for the consumers of a segment but also helps bring about a level of progress and general awareness. For example in India Bisleri followed by others entered the packaged water industry. Thereby bringing in a positive development and also creating public awareness about the need for pure drinking water.

5. Achieving Marketing Objectives: Market segment enables a company to identify its target market and develop market strategy to suit requirements of the target market. This helps in achieving its marketing objectives which will be introducing a new product, increase in sales, goodwill etc.

6. Suitable Designing of Products: Market segmentation is needed to produce and supply goods to each segment exactly as per the needs and expectations of customers of each market segment. Companies produce goods with suitable modifications to meet the needs of different segments.

7. Appropriate Price Fixation: Market segmentation process involves research that enables the company to understand the profile of the consumer such as their incomes, buying habits, buying motives etc. This helps in fixing the right price of the products.

8. Better Service to Consumers: Market segmentation is needed as it acts as a base of present customer oriented marketing philosophy. It is needed in order to select and concentrate marketing efforts on a specific target market. As a result, customers of that market segment get better services from the special marketing programs of the company.

9. Timing of Marketing Efforts: Market segmentation provides information regarding suitable timing for advertising and sales promotions, measures in different segments. A company can use such information purposefully for sales promotion in different segments. This gives promising sales to the company on yearly basis

Types of Market Segmentation:

The most important variables in market segmentation are based on demographics, geographic, psychographics & behavioural. These are explained in detail below:

1. Geographic Segmentation
2. Demographic Segmentation
3. Psychographic Segmentation
4. Behavioural Segmentation

1. Geographic Segmentation: This includes the segmentation of market based on location, size, population density, climate, etc. This type of segmentation enables the planning for better marketing. Rural and urban markets can be easily segmented by such segmentation. The geographic location is very helpful for marketers to design the marketing plan.

2. Demographic Segmentation: Another important basis commonly used for market segmentation is the demography, i.e. age, gender, income, education, religion, family size, social class, nationality, etc. This type of division of market is admired by most marketers.

a) Age: Age is an important factor for segmenting the market. This is because demand and brand choice of people change with age. On the basis of age, a market can be divided into four Children, Teenagers, Adults and Grown-ups. For consumers of different age groups, different types of products are produced. Johnson and Johnson cater to the needs of children below 6 years by presenting baby powders, baby soaps, oils etc.

b) Sex: Sex based segmentation means grouping customers into males and females. The wants, tastes, preferences, interests, choices etc., of men are different from that of women. For instance, women are fonder of cosmetics and other fancy articles. Marketers use gender differences for marketing garments, personal care products, bikes, cosmetics and magazines.

c) Family Life-Cycle: Family life-cycle is a complex variable and is defined in terms of age, marital status, age of housewife and present age of children. Buying behavior changes with the stage of the family life-cycle. Investigations have proved that the family life-cycle exercises definite influence on consumer behavior with reference to purchase of durable as well as non-durable goods. Market of your products might be limited to one or a few of the various family life-cycles.

d) Religion: Religious differences have important effect on marketing. The male folk among the muslims have a demand for striped lungis and the woman folk for pardhas.

e) Income: Income segmentation is used for automobiles, clothing, cosmetics, travel, financial services etc. For example, BMW (car manufacturer concentrates on high income segment).

f) Occupation: Market segmentation is done also on the basis of occupation of consumers. For instance, doctors may demand Surgical equipment, lawyers may demand coat etc.

g) Family Size: A marketer launches different sizes of products in the market according to size of the family. For example, shampoos and oil are available in 100 ml. 200ml. 500ml etc.

h) Education: On the basis of education, market for books may be divided as high school, plus two, graduate and postgraduate.

3. Psychographic Segmentation: Psychographic segmentation of the market is not absolutely correct and it is generally found that persons of same age, equal financial status, educational background and occupation adopt different procedures in purchasing the products, selecting a new product or choosing a shop. This is due to some psychographic factors which include personality, values, lifestyles, beliefs, etc.

a) Life Style: A person's lifestyle is the pattern of living as expressed in the person's activities, interests and opinions. They express their lifestyles through the products they use. For example, the life style of a college student is different from that of an ordinary worker. Car, clothing, cosmetics, furniture, liquor, cigarettes etc. are segmented by using lifestyle.

b) Personality: Personality reflects a person's traits, attitude and habits. It is in this background that a person is classified as active or passive, rational or impulsive, creative or conventional, introvert or extrovert. For example, Raymond's advertisement says "Raymonds. The Complete Man"

c) Social Class: On the basis of Social class, consumers may be grouped into lower class, middle class and upper class. Social class is determined by income, occupation and education.

4. Behavioural Segmentation: It involves segmenting the market on the basis of understanding how customers use a particular product. The market segmentation is based upon the analysis of behavioural variables like occasions, benefits, user status, usage rate, consumer's loyalty and attitude of the consumers. The analysis of these Variables helps in developing the market segments.

a) Occasions: Buyers can be distinguished according to the occasions on which they develop a need, purchase a product, or use a product. For example, air travel is triggered by occasions related to business, vacation, or family, so an airline can specialize in one of these occasions.

b) Benefits: Buyers can be classified according to the benefits they seek. One study of travelers uncovered three benefit segments: those who travel to be with family, those who travel for adventure or education, and those who enjoy the gambling and fun aspects of travel.

c) User status: Markets can be segmented into nonusers, ex-users, potential users, first time users, and regular users of a product. The company's market position also influences its focus.

d) Usage rate: Markets can be segmented into light, medium, and heavy product users. Heavy users are often a small percentage of the market but account for a high percentage of total consumption. Marketers usually prefer to attract one heavy user rather than several light users, and they vary their promotional efforts accordingly.

Unit-2

MARKETING MIX

1. What is Service Marketing Mix? Explain the 7P's of Service Marketing Mix.

Service marketing is defined as "the integrated system of business activities designed to plan, price, promote and distribute appropriate services for the benefit of existing and potential consumers to achieve organizational objectives".

Services Marketing Mix refers to the combination of marketing activities an organization engages in to promote and sell intangible services, as opposed to tangible products. In addition to the four Ps of traditional product marketing--product, price, place and promotion--the services marketing mix includes the three Ps of service marketing--people, process and physical evidence.

Seven elements used in marketing mix for service are as follows:



1. Product: The service product requires consideration of the range of services provided, the quality of services provided and the level of services provided. Attention will also need to be given to matters like the use of branding, warranties and after-sale service.

2. Price: Price considerations include levels of prices, discounts allowances and commissions, terms of payment and credit. Price may also pay a part in differentiating one service from another and therefore the customers perceptions of value obtained from a service and the interaction of price and quality are important considerations in many service price sub mixes.

3. Place: The location of the service providers and their accessibility are important factors in services marketing. Accessibility relates not just to physical accessibility but to other means of communication and contact. Thus the types of distribution channels used (e.g. travel agents) and their coverage is linked to the crucial issue of service accessibility.

4. Promotion: Promotion includes the various methods of communicating with markets whether through advertising, personal selling activities, sales promotion activities and other direct forms of publicity, and indirect forms of communication like public relations.

5. People: All human actors who play a part in service delivery and thus influence the buyer's perceptions namely, the firm's personnel, the customer, and other customers in the service environment. All of the human actors participating in the delivery of a service provide clues to the customer regarding the nature of the service itself.

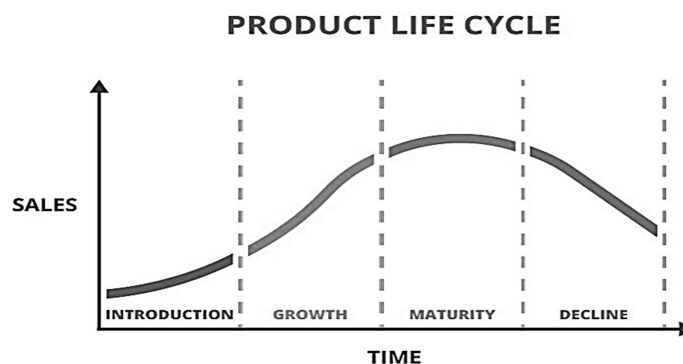
6. Physical evidence: An environment in which the services are delivered, and where the firm and customers are interacts and any tangible component that facilitate performance or communication of the service.

7. Process: The actual procedures, mechanism and flow of activities by which, the service is delivered the service delivery and operating systems. The actual delivery steps the customer experiences, or the operational flow of the service, will also provide customers with evidence on which to judge the service.

2. Write about Product Life Cycle.

Product Life Cycle can be defined as "the change in sales volume of a specific product offered by an organization, over the expected life of the product."

Stages of the Product Life Cycle: The four major stages of the product life cycle are as follows:- Introduction, Growth, Maturity, and Decline.



1. Introduction Stage: At this stage, the product is new to the market and few potential customers are aware of the existence of the product. The price is generally high. The sales of the product are low or may be restricted to early adopters. Profits are often low or losses are being made, this is because of the high advertising cost and repayment of developmental cost. At the introductory stage:-

- ▲ The product is unknown,
- ▲ The price is generally high,
- ▲ The placement is selective, and
- ▲ The promotion is informative and personalized.

2. Growth Stage: At this stage, the product is becoming more widely known and accepted in the market. Marketing is done to strengthen the brand and develop an image for the product. Prices may start to fall as competitors enter the market. With the increase in sales, profit may start to be earned, but advertising cost remains high. At the growth stage:-

- ▲ The product is more widely known and consumed,
- ▲ The sales volume increases,
- ▲ The price began to decline with the entry of new players,
- ▲ The placement becomes more widely spread, and
- ▲ The promotion is focused on brand development and product image formation.

3. Maturity Stage: At this stage, the product is competing with alternatives. Sales and profits are at their peak. Product range may be extended, by adding both width and depth. With the increases in reinforce the product image in the consumer's minds to increase repeat purchases. At maturity stage:-

- ▲ The product is competing with alternatives,
- ▲ The sales are at their peak,
- ▲ The prices reach to its lowest point,
- ▲ The placement is intense, and
- ▲ The promotion is focused on repeat purchasing.

4. Decline Stage: At this stage, sales start to fall fast as a result product range is reduced. The product faces reduced competition as many players have left the market and it is expected that no new competitor will enter the market. Advertising cost is also reduced.

Concentration is on remaining market niches as some price stability is expected there. Each product sold could be profitable as developmental costs have been paid at an earlier stage. With the reduction in sales volume, overall profit will also reduce. At decline stage:-

- ▲ The product faces reduced competition,
- ▲ The sales volume reduces,
- ▲ The price is likely to fall,
- ▲ The placement is selective, and
- ▲ The promotion is focused on reminding.

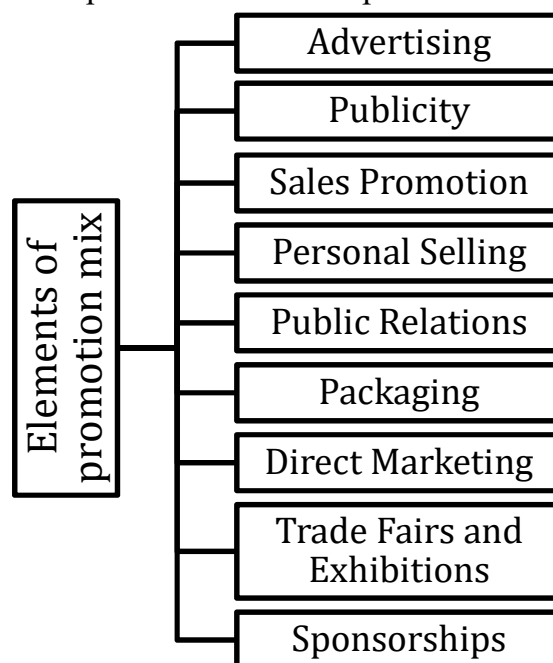
3. What is Promotion Mix? Describe the Elements of promotion mix. (OR) Discuss in detail about the Promotional Techniques

The Promotion Mix refers to the blend of several promotional tools used by the business to create, maintain and increase the demand for goods and services.

According to Brink and Kelly, "Promotion mix is the coordination of all seller initiated effort to set up channel of information and persuasion of facilitate the sales of a product or services, or the expectancy of idea".

Elements of promotion mix:

There are various elements of promotion mix. The choice of element depends upon promotion objectives. The important elements of promotion mix are explained as follows:



1. Advertising: Advertising is one of the most important elements of promotion mix. This element of promotion mix is widely used by almost all the marketers. Advertising is a paid form of non-personal presentation of ideas, goods and services by an identified sponsor. The advertising messages are communicated through various medias like newspaper, magazine, television, radio etc.

2. Publicity: Publicity is an unpaid form of non-personal presentation and promotion of ideas, goods and services. Publicity is undertaken by newspapers and editorials carried by the mass media about a firm, its product, policies etc. Publicity can be favorable or unfavorable. Therefore firm has to maintain good relations with media people.

3. Sales Promotion: It includes various techniques that induce a desired response on the part of target customers and intermediaries. Sales promotion includes various techniques such as free gifts, free samples, contests, selling on installment, discounts, warranties, guaranties etc.

4. Personal Selling: Personal selling involves face to face communication between firm's representatives and customers. It is the oldest technique of selling goods and services. Personal selling offers certain benefits like good relations with customers, clear information about product etc.

5. Public Relations: Professionals firms are always concerned about the effects of their actions on the public. Public relations are primarily concerned with people outside the target market. It includes communicating firm's goals and objectives, to fulfilling social responsibilities, to maintain goodwill etc.

6. Packaging: A good package plays a very important role of promotion mix element. Effective and attractive packages induce the people to purchase the product. Packaging provides information to the customers, preserves the product quality, promotes the product etc.

7. Direct Marketing: Direct marketing involves those techniques which are used to sell the products directly to the customers. Some of these techniques are yellow pages, direct mail, telemarketing etc.

4. Discuss the various types of digital marketing platform.

Today, most of the new companies have come with their own websites and use digital media as an important and essential part of their business. It is easy to see the attraction of digital marketing. A marketer may use digital technology to create a marketing environment that is logical, responsive and comprehensive.

It is a place where marketers can interact with consumers without having to pay for a building and a sales force can be created by the marketers. Also the consumer

preferences can be tracked with the help of databases used by digital marketing. The following are the media of digital marketing:

1. Website: A website which is well-designed and which is optimised by the search engine is necessary for the marketer. Websites will contain the products or services which are offered by the marketers to their clientele as well as contact information for many businesses. Websites are considered as the centre of digital marketing campaigns. This is because the goal of website is to direct the customer's attraction from other web locations back to the site.

2. Search Engine Optimisation: The art of increasing the visibility of website in the search engine is defined as the search engine optimisation. By increasing the ranking of a particular keyword or by increasing the volume of keywords that the site ranked for, websites can be optimised by the search engines.

3. PPC (Pay Per Click): The management of paid adverts in the search results is referred to as the PPC or pay per click or paid search. Depending on the competitiveness of the organisation is bidding on; typically, these adverts are placed above, or to the right of the 'organic' search results and can cost anything.

4. Social Media Marketing: One element of digital marketing which cannot be ignored simply is defined as social media. Many web platforms through which business can connect with client is provided by the social media. Businesses are able to maintain the perfect relationship with their customers, associates and distributing through the use of many available social media platforms.

Businesses are allowed to make interactions with number of customers who are interested in services, products or information that is provided by a business through various social media sites such as Facebook, Instagram, Google+, YouTube, LinkedIn and Twitter

5. Online PR: Online PR activity is closely associated with improving results from many of the other digital marketing communication techniques. Organisations are required to do lot of hard work as there are no short corners in order to incorporate online PR activities because it can be a great, low-cost technique for making more people aware of organisational brand or website.

6. Content Marketing: It is typically a long-term plan. Content marketing is relevant for the campaign and SEO strategies being used. Distribution in blogs, social media sites, YouTube videos, Podcasts or informative articles on the website itself are the various forms in which content can be present. Relevant information about the business will be

shared by the content and that is why it is important to provide latest, keyword rich content on a regular basis.

7. Mobile Marketing: The use of a mobile device of some sort, typically cell phone is incorporated by the mobile marketing. Distributing any sort of advertising or message or promotional message to consumers using a wireless network or a mobile device can best describe the mobile marketing.

Message that can be location and time sensitive and advertised services and goods can be individualised are the advantages of using mobile device as part of a digital marketing campaign.

8. E-Mail Marketing: E-marketing can be defined as sending advertisements, promotional brochures or commercial messages. The number of consumers is increasing substantially every year in online. The Internet is mainly used by them for sending and receiving messages through e-mail.

This is the reason that marketing communicators for advertising purpose adopting the e-mail marketing. These e-mail messages can be designed in different ways, i.e., documents attached with audiovisual messages, only text documents or graphical brochures.

9. Viral Marketing: The internet-based marketing campaigns in which new products and services are promoted with the help of blogs, websites or social networking portals is defined as viral marketing.

One of the important objectives of viral marketing is to create word- of-mouth and attract media attention by sharing unusual stories. This marketing campaign many times costs more than the company's estimated budget for advertising.

5. Define Social Media Marketing. Explain the Characteristics of Social Media Marketing.

Ans. Social media marketing is a form of digital marketing that involves promoting products, services, or brands through social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and others. Social media marketing aims to reach and engage with target audiences on social media channels by creating and sharing content that is relevant, informative, and entertaining.

According to Philip Kotler and Kevin Lane Keller, "Social media marketing is a form of internet marketing that involves creating and sharing content on social media platforms to achieve marketing and branding goals."

Characteristics of Social Media Marketing:

- 1. Participation:** Social media marketing involves actively engaging and participating in social media platforms by creating and sharing content, responding to comments and messages, and joining conversations. It's not just about broadcasting messages but also actively interacting with the audience.
- 2. Openness:** Social media marketing thrives on transparency and openness. It involves sharing authentic and genuine content that reflects the brand's values and culture. It encourages open communication, feedback, and the ability to address customer concerns openly.
- 3. Build relationships:** Social media marketing focuses on building and nurturing relationships with the audience. It's about creating connections and fostering a sense of trust and loyalty. By engaging with followers, responding to their comments, and addressing their needs, social media helps build lasting relationships with customers.
- 4. Reliability:** Social media marketing requires maintaining a consistent presence and delivering reliable information. Brands need to provide accurate and up-to-date content, ensuring that the information they share is trustworthy and reliable. This helps establish credibility and trust with the audience.
- 5. Build communities:** Social media platforms provide an opportunity to build communities of like-minded individuals who share common interests or affiliations with the brand. Social media marketing involves creating and nurturing these communities, fostering a sense of belonging and encouraging engagement among community members.
- 6. Customer service:** Social media has become a popular channel for customer service interactions. Brands use social media platforms to address customer queries, complaints, and provide support. Social media marketing involves actively monitoring and responding to customer inquiries promptly, offering a personalized and efficient customer service experience.
- 7. Avoid spamming:** Effective social media marketing requires avoiding spamming tactics. Spamming involves excessive self-promotion, repetitive messaging, or irrelevant content that overwhelms users. Instead, social media marketing focuses on delivering valuable and relevant content that adds value to the audience's experience. It respects users' time and preferences, avoiding excessive promotional activities that can harm the brand's reputation.
- 8. Adaptability:** Social media marketing requires the ability to adapt and evolve with the ever-changing landscape of social media platforms and user preferences. It involves staying up-to-date with trends, algorithm changes, and new features to effectively reach and engage the target audience.

9. Analytics-driven: Social media marketing utilizes analytics and data to measure the effectiveness of campaigns, track user engagement, and gain insights into audience behavior. By analyzing metrics such as reach, engagement, click-through rates, and conversions, marketers can make data-driven decisions and optimize their strategies.

10. Visual storytelling: Visual content plays a crucial role in social media marketing. It includes using compelling images, videos, info graphics, and visual elements to tell stories, evoke emotions, and capture the attention of users in a crowded social media feed.

11. Influencer partnerships: Social media marketing leverages influencer partnerships to expand reach, increase brand visibility, and tap into the influencer's engaged audience. Collaborating with influencers who align with the brand's values and target market can help amplify the brand's message and build credibility.

12. Viral potential: Social media marketing capitalizes on the viral nature of social media platforms. It aims to create content that has the potential to go viral, generating widespread attention and engagement. This can significantly amplify the brand's reach and exposure.

Unit-3

NATURE AND ROLE OF SELLING

1. Explain the nature and importance of selling.

Selling comprises all those personal and impersonal activities involved in finding, securing and developing a demand for a given product or service.

Definition:

Prof. William J. Stanton has defined selling as, "Selling is the personal communication of information to persuade a prospective customer to buy a service or idea."

Nature of selling:

1. Core of marketing: It is the central point of marketing. The main object of marketing is the creation of customers and satisfying the wants of people, which would be possible through selling only.

2. Basis of exchange: Selling is the source for establishing relations between a seller and a buyer and it is the exchange of goods for a value.

3. Centres around salesmanship: There are many selling techniques. Salesmanship is one of them. The salesmanship is the process under which the desires and wants of customers are identified, created and efforts are made to satisfy the wants for mutual interests.

4. Means of promotion: In the words of Stanton, salesmanship is one of the forms of sales promotion. Personal selling sales promotion, advertising and publicity are specific parts of salesmanship. In the words of Kirkpatrick, "Promotion is a persuasive communication."

5. Creative function: Selling generates new needs and desires, new demands, newer products and markets. It is the selling which enable to explore new markets.

6. Social character: Selling is a form of social behaviour and action. It is a combination of various practices, activities and motives. In the words of Edmond Spencer, "Selling is the means of social cultivation and growth."

7. Ingredient of marketing programme: The scope of marketing is too wider, which includes pricing, development of product, distribution channels and promotional activities. Sales promotion is the basis for formulating marketing politics and programme.

8. Perpetual function: Selling is a continuous and regular function of a business. It is basis of all other functions of business. The success of selling is therefore, the basis for all other functions of an enterprise.

9. Productive function: It is through selling the source of income and profits are made available. It is a wealth producing activity. The operational and other expenses of an enterprise are met out from the income generated by selling.

Importance of Selling:

Selling is a crucial component of the marketing process, and it brings several benefits to businesses.

1. Revenue Generation: The primary goal of selling is to generate revenue for the business. Sales directly contribute to the financial success of a company by converting potential customers into paying ones.

2. Profitability: Effective selling strategies contribute to higher profit margins. By understanding customer needs and effectively communicating the value of a product or service, businesses can command better prices and increase profitability.

3. Market Share Growth: Successful selling helps a company expand its market share by attracting new customers and retaining existing ones. This is essential for staying competitive in the market and sustaining long-term growth.

4. Brand Awareness and Recognition: Sales activities often involve building and reinforcing brand awareness. A well-executed sales process can enhance a brand's visibility, credibility, and recognition among target audiences.

5. Customer Relationship Building: Personalized selling efforts contribute to building strong relationships with customers. This is important for customer retention, as satisfied customers are more likely to become repeat buyers and brand advocates.

6. Feedback and Market Insights: Through interactions with customers during the sales process, businesses gain valuable feedback and insights into market trends, customer preferences, and competitors. This information is crucial for refining marketing strategies and product offerings.

7. Adaptation to Customer Needs: Selling involves understanding and responding to customer needs. By adapting products or services based on customer feedback and preferences, businesses can stay relevant and meet evolving market demands.

8. Competitive Advantage: A well-executed sales strategy can provide a competitive edge by highlighting unique selling propositions and differentiating a company from its competitors. This differentiation is key to attracting customers in a crowded marketplace.

9. Expansion Opportunities: Successful selling can open up opportunities for business expansion, whether through entering new markets, introducing new products, or forming strategic partnerships. This allows a company to diversify and grow its business.

10. Customer Satisfaction: When the selling process aligns with customer expectations and provides a positive experience, it contributes to higher levels of customer satisfaction. Satisfied customers are more likely to become loyal, repeat buyers and can also contribute to positive word-of-mouth marketing.

2. Explain the Attributes of a Good Salesperson.

A sales person is an employee who commercializes a certain company's products or services. They are also known as sales representatives or salesmen and their main function is to persuade customers to purchase what they are offering. Following are the Attributes of a Good Salesperson:

1. Personality and Physical Characteristics: Personality and physical appearance play pivotal roles in shaping a salesperson's first impression. A warm and engaging personality, coupled with professional physical characteristics, creates a positive initial impact on clients. A well-groomed and approachable demeanor can foster trust and rapport, setting the stage for effective communication.

2. Enthusiasm: Sales-people must be enthusiastic about their job, their product, their company and themselves. This is the major characteristic which often turns failure into success in selling. Job involvement can be related to enthusiasm. However, in reality, people who work long hours show perseverance and determination and enthusiasm and are more likely to be successful sales-people.

3. Confidence: Those people who possess higher levels of self- confidence are more likely to be successful. No doubt belief in one's own ability and belief in the product and the company are conveyed to buyers with positive effect. However, sales-people will have to adjust their proposal or presentation and be able to make quick, important decisions. A lack of confidence can lead to loss of opportunities and, ultimately, sales.

4. Intelligence: Higher levels of intelligence do not always lead to higher levels of sales performance. Sales-people who over analyse or criticise may lack conviction. In selling, mental and verbal agility, for example, often seems to be preferable to written or analytical skills.

5. Self-Worth: The ability and desire to be motivated by non- monetary incentives such as status, self-esteem and sociability seem to play a part in effective selling. The most important motivating factor is the satisfaction obtained by doing a good job.

6. Knowledge: A salesperson should have adequate knowledge of the product, company, customers, competitors, markets and territories. Product knowledge is rated by sales managers to be the most highly rated feature in successful sales-people.

7. Product Knowledge: Knowledge of the product, its benefits and how it is used together affect sales performance. Detailed product knowledge by itself is not sufficient but is a necessary pre-condition and a major factor in effective selling.

8. Competitors: Along with product knowledge the salesperson must have a detailed knowledge of competitors' products. In addition, sales-people must know and understand their competitors' sales policies, organisation pricing and promotion strategies. Such knowledge is very important.

9. Market Knowledge: It is the responsibility of the marketing manager to decide marketing strategy and policies and give proper weight-age to the four Ps of the marketing mix but the individual salesperson should have the ability to understand and translate the application of marketing effort to individual customers and circumstances.

An essential component of the selling job is to provide management with information on competitors, market conditions and trends. Sales- people may have a narrow outlook but intelligently collected information from various sales areas can be used to win competition and promote sales.

10. Customer Knowledge: Equally vital for the salesperson is the ability to develop and maintain ongoing customer relationships. The specific tasks include providing technical information, handling complaints and providing other aspects of customer service as appropriate.

Effective selling can be demonstrated as the ability to meet a buyer's needs and wants in preference to any competitor product. Customer knowledge means being able to distinguish the buyer's preference correctly identified between two or more products and, therefore, the salesperson stressing the 'right' things in influencing a customer's choice.

11. Territory Knowledge: Good territory knowledge is also important in effective selling. This requires management skills by the individual in the efficient allocation of time between customers, prospects and travelling. Good skills in planning routes and sales calls, together with an appropriate but not excessive time on non-selling activities, the ability to plan and manage a territory are also important determinants in effective sales performance.

12. Company: Sales-people should have an adequate knowledge of their own company, including its history, ownership, direction and aspirations of the owners. This means knowledge of the organisation, its structure, personalities, rules, procedures and disciplines.

13. Skills: Skills are a combination of factors (personality and knowledge contribute to these) which can be used to practice the job more effectively. Skills are of three types: communication skills, marketing skills and persuasive skills.

i) Communication skills: Personal selling combines with advertising and pro-motion to form a communication link among sellers, intermediaries and buyers. The more complex the distribution channel and the larger the number of intermediaries, the higher will be the cost of achieving communication objectives. No one single communication technique can be effective to all participants.

ii) Marketing Skills: The characteristics and skills required will be those which best match the role to be performed and the tasks which must be undertaken. Where this matching can be extended to the similarity between buyers and sellers, sales performance can be further improved. Effective selling also requires a selling style appropriate to the prospect. There is need to match seller with buyer.

iii) Persuasive Skills: Understanding the communication process and the ability to appreciate the importance of matching the benefits of sellers to the needs of buyers are necessary but not sufficient conditions to complete the sales process.

3. Explain the Personality and Physical Characteristics of a Successful Salesman.

There are a few natural skills that are of great benefit if they already exist within those that want to be successful in sales. Without these, success will take a longer time but it can still be achieved. If there is no desire and dedication to learning or developing these skills, then the selling will be much more difficult and often very stressful.

A) Physical Qualities:

1. Sound Health: Just like a normal human being, a salesperson must also be of sound health. A salesperson would be mentally and physically fit only if he has a good health. For a sound health, a salesperson must eat well, sleep well and exercise regularly.

2. Good Appearance: Good Appearance always attracts people. A salesperson must not be too fat or thin. He must carry his body well.

3. Cheerful Disposition: A scholar has rightly said that smile is like plague. If the salesperson is cheerful and happy he can make his customer cheerful and happy, which directly helps to have a good conversation and chances of sales increases.

4. Agile: A good salesperson should always be agile. A lazy and boredom salesman can never attract customers.

5. Postures: the gestures and postures of a salesman are also crucial in influencing customers. Unnecessary hand-eye movements, shoulder movements etc. creates wrong impression in the mind of prospective buyers.

6. Cleanliness: No person likes to sit around and listen to a dirty fellow. A good salesman must have a good hair style, must be well shaved, must have clear nails etc.

7. Clothing: A well-dressed salesman often attracts customers very easily. He should wear a formal suit with tie. Dressing sense of a salesperson often increases his confidence and likability by the customers.

B) Speaking Qualities:

1. Clear Pronunciation: A salesperson should have clear pronunciation. Otherwise, prospects may misinterpret things. A person without good pronunciation can never become a good salesman.

2. Proper Vocabulary: While giving presentations, proper choice of word is very important. A salesman must have a good vocabulary to create a lasting impression with words. A salesman must use those words which are easy to understand and easy to pronounce. Technical jargons must be avoided.

3. Effective delivery: Many times, 'how we speak' is more important than 'what we speak'. If the delivery style is not good, a salesperson may not be able to persuade the customer with good pronunciation and vocabulary.

C) Mental Qualities:

1. Resourcefulness: A resourceful person is one, who understands and behaves according to the changing circumstances. A good salesperson changes his behaviour according to different customers and situations.

2. Intelligence: A salesperson must be intelligent. A good salesperson could handle objections carefully and easily with his intelligence.

3. Sharp Memory: To be successful, a salesperson must have a sharp memory. He must be able to remember previous meetings with customers, likes and dislikes of the customers along with various offers being provided by the company.

4. Maturity: A salesperson must be mature enough to understand his duties and obligations. He must have a sense of what he is talking about and how it will affect the sales of the company.

5. Self-confidence: Self-confidence is a thing which could help a person to tackle any kind of situation. A good salesman should confidently be confident in his presentations skills and objection handling techniques.

6. Ability to Observe and Judge: The success of a salesperson depends highly on his ability to observe the conditions around him and his ability to take prompt decisions.

D) Social Qualities:

1. Sociable: A good salesperson must be sociable. He must treat everyone equally and meet with them frequently. He must have contacts with everyone whether rich, poor, middle-class people etc.

2. Courtesy: It is said that courtesy has no cost but has high impact. The salesperson must deal with everyone with courtesy.

3. Co-operative: A salesman himself needs cooperation from various people. So, he must be cooperative with other members of the sales force, sales managers, customers etc.

4. Convincing Conversationalist: Salesman must be a conversationalist. He must have the ability to speak complicated things in a clear and concise manner. He must be able to influence others with his communication skills.

5. Patience: A salesman has to meet with various kinds of people. Some people deliberately try to annoy the salesperson. Many times sales presentations do not result in effective sales. In such a situation a salesman must remain patient and do not lose his calm.

E) Moral / Ethical Qualities:

1. Loyalty: To be successful, a salesperson must be loyal towards his company, sales manager, fellow salespersons and customers.

2. Honesty: It is said that "honesty is the best policy". A salesperson should not lie to his customers and deliver according to his promises. A dishonest salesperson can never become successful in the long run.

F) Professional Qualities:

1. Educated and trained: Well-educated and trained salesman could increase sales turnover of the company by his ability to engage with customers. Training helps a salesman to tackle different situations with proper care.

2. Knowledge about the institution: A salesman must know each and every minute details about the company for which he is working. Past and present performances, types of product being offered, the company's credit policies etc. must be known to the salesperson.

3. Knowledge of product: Ernest and Da Vall have rightly said that 'nothing is important to the salesman than knowing his product'. Salesman must know all the features and ingredients of the product he is offering. He must also know about the different varieties of the same products.

4. Communication Skills: It is said that personal selling involves a two-way communication between salesman and customer. Good communication skill enables a salesperson to communicate well with seniors, peers and customers.

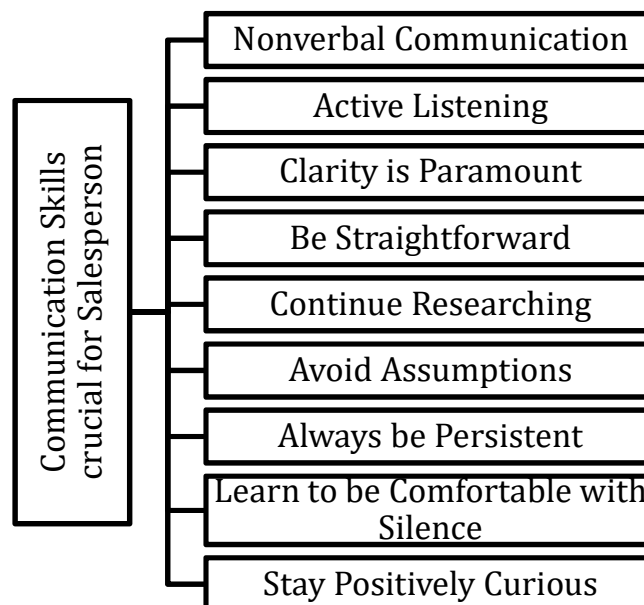
5. Knowledge of Customers: A good salesman must have information about demographics, buying motives, likes and dislikes etc. of the customers.

4. What are Communication Skills? Describe the Communication Skills crucial for Salesperson.

Strong communication skills are essential for closing deals faster. Having good communication is not only about being able to understand the customer's needs and wants, but also about being able to clearly explain the product or service's benefits and value.

Good communication skills also help in the negotiation process. Being able to successfully negotiate a deal requires strong communication between both parties involved in the sale. A successful negotiation depends on both parties agreeing on a mutually beneficial outcome. Good communicators can quickly identify areas of agreement, find common ground, and make sure that everyone's interests are satisfied. This leads to faster deals and happier customers.

Communication Skills crucial for Salesperson:



1. Nonverbal Communication: Nonverbal cues, such as body language and facial expressions, play a significant role in conveying messages. A successful salesperson is attentive to both verbal and nonverbal signals, adapting their approach based on the client's reactions. Maintaining eye contact, using open body language, and mirroring the client's gestures can build trust and rapport.

2. Active Listening: True communication is a two-way street. Active listening involves fully concentrating, understanding, responding, and remembering what the client says. By demonstrating genuine interest, paraphrasing, and asking clarifying questions, a sales professional can establish a deeper connection with clients and uncover valuable insights about their needs.

3. Clarity is Paramount: In sales, clarity is king. A salesperson must convey their message clearly and concisely, avoiding jargon or overly complex language. A client should easily understand the value proposition, product benefits, and how it addresses their specific needs.

4. Be Straightforward: Honesty and transparency build trust. Being straightforward about the product's features, pricing, and potential limitations establishes a foundation for a lasting client relationship. Clients appreciate sincerity, and it sets the stage for long-term partnerships.

5. Continue Researching: A successful salesperson never stops learning. Staying informed about industry trends, competitor products, and client backgrounds demonstrates commitment and professionalism. In-depth knowledge allows a salesperson to tailor their pitch and provide relevant solutions to the client's challenges.

6. Avoid Assumptions: Assumptions can lead to misunderstandings and missed opportunities. Effective sales communication involves asking questions and seeking clarification rather than making assumptions about a client's needs, preferences, or challenges.

7. Always be Persistent: Persistence is a vital trait in sales, and effective communication fuels this persistence. Follow-ups, timely responses, and consistent engagement convey dedication and determination. A persistent but respectful approach keeps the lines of communication open and reinforces the salesperson's commitment to the client.

8. Learn to be Comfortable with Silence: Silence can be a powerful tool in communication. Allowing a moment of silence after presenting a key point or proposal gives the client time to process information and express their thoughts. Comfort with silence demonstrates confidence and gives the client space to share their perspective.

9. Stay Positively Curious: Maintaining a positive and curious mindset fosters a continuous desire to learn and understand. Curiosity encourages asking insightful questions, exploring new angles, and adapting strategies based on client feedback. A positive attitude also creates an inviting environment for clients to engage in open and constructive conversations.