

# NIOS lesson adaptation project



Volunteers

(A community initiative of Harchan Foundation Trust)

## CHAPTER -16

### SALES PROMOTION AND PERSONAL SELLING

This project is aimed at supporting children with different needs. Information provided is adapted to the best of knowledge by the volunteers. For complete information please refer to the NIOS resources in <https://www.nios.ac.in/online-course-material/secondary-courses.aspx>.

# KWL chart

K- What does the child know	W- What does the child want to know	L- What has the child learnt
	Meaning of sales promotion	
	Objectives of sales promotion	
	Various tools used in sales promotion	
	How each tool in promoting sales	
	Importance of sales promotion in business.	
	Meaning of personal selling	
	Essential elements of personal selling	
	Importance of personal selling	
	Qualities of a successful salesperson	

# What do we mean by sales promotion?

It refers to short term use of incentives or other promotional activities that seek to stimulate interest, trial or purchase by customer.

Sales promotion consists of **all activities other than advertising and personal selling** that help to increase sales of a particular product.



# Why Sales Promotion is needed ?

## For Manufacturers

Increase Profit by Increasing Sales.

Draw attention to new products.

Retain the customers.

Easy disposal of existing stock



## For Customers

Products at cheaper rates.

Availability of Incentives

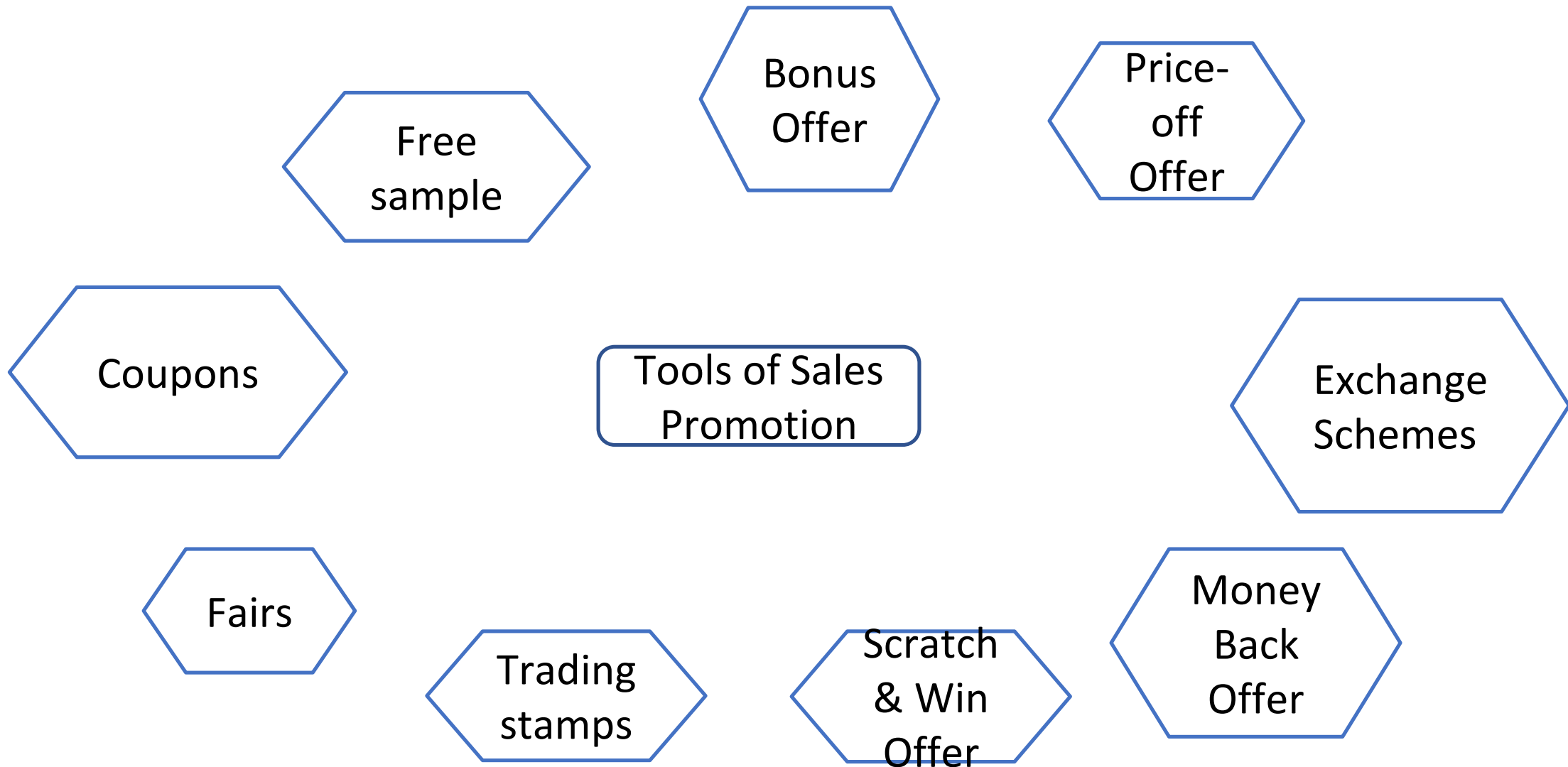
Complete information of products

Exchange of old for New.

Money back offer creates confidence



# Sales Promotion Tools



# Sales Promotion Tools

1.Free Samples	Free samples of products are distributed to attract customers towards a new product.
2. Premium or Bonus offer	Extra quantity of a product is given for free. For example, 20% extra toothpaste.
3. Exchange Schemes	Offering exchange of old product for a new product. Now, new product can be purchased at a price less than the original price.
4. Price-off Offer	Under this offer, products are sold at a price lower than the original price, that is, discount is given.
5. Coupons	Sometimes, coupons are issued by manufacturers . These coupons can be presented to the retailer while buying the product. The holder of the coupon gets the product at a discount.





# Sales Promotion Tools

6. Fairs and Exhibitions	Fairs and exhibitions may be organized to introduce new products and explain their features.
7. Trading Stamps	Customers need to collect stamps of certain value to get the benefits.
8. Scratch and Win Offer	Under this scheme a customer scratches a specific marked area on the package of the product and gets the benefit.
9. Money Back offer	Under this scheme customers are given assurance that full value of the product will be returned to them if they are not satisfied after using the product.



# Personal Selling

Personal selling is presentation of goods and services before the customers and convincing or persuading them to buy the products or services.





# ESSENTIAL ELEMENTS OF PERSONAL SELLING

- |                          |                          |                       |
|--------------------------|--------------------------|-----------------------|
| <input type="checkbox"/> | Face to face interaction | Promotion of sales    |
| <input type="checkbox"/> | Persuasion               | Supply of Information |
| <input type="checkbox"/> | Flexibility              | Mutual Benefit        |

# ESSENTIAL ELEMENTS OF PERSONAL SELLING

1. Face-to-Face Interaction	Salesperson can explain the features of products in the physical presence of the customer.
2. Persuasion	Salesperson must be able to convince the customers, such that, customers get interested to buy and use the product.
3. Flexibility	Depending upon the situation, age, gender etc of the customer, salesperson can decide which features of the product need to be told.
4. Promotion of Sales	The ultimate objective of personal selling is to promote sales by convincing more and more customers to use the product.
5. Supply of Information	It educates customers about the various details of the product.
6. Mutual Benefit	While customers feel satisfied with the goods, the seller enjoys the profits.



# Importance of Personal selling

## For Manufacturers

1. Creates demand.
2. Expands Market
3. Product Improvement

## For Customers

1. Provides Information
2. Demonstration
3. Guides in selection
4. Solution for complaints

# Qualities of successful sales person

## Required Qualities of successful sales person

Physical Qualities

Mental Qualities

Good Behaviour

Knowledge of  
Product & Company

Integrity of character

Ability to Persuade

# Qualities of successful sales person

1. Physical Qualities	A salesperson should have a good appearance, impressive personality and above all good health.
2. Mental Qualities	A good salesperson should have imagination, initiative, self-confidence, sharp memory, alertness etc.
3. Integrity of Character	A salesperson should be loyal both to the employer and to the customers.
4. Knowledge of the product and the company	<ul style="list-style-type: none"><li>• Sales person should be able to explain every aspect of the product.</li><li>• Sales person should be able to explain the business and service record of the company..</li></ul>
5. Good Behavior	A salesperson should be co-operative and courteous.
6. Ability to Persuade	A sales person should be able to convince the customer to buy the product.

# List of Volunteers

## Embrace-NIOS lesson adaptation project

(A community initiative of Harchan Foundation Trust)

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"volunteers don't necessarily have the time, they just have the **HEART**."

~ elizabeth andrew

Thank You  
Volunteers.

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