

Marketing to the hard sell assignment

[Art & Culture](#)



**ASSIGN
BUSTER**

Issues facing companies who must market products that may not be an “easy sell” In the age of technology companies seek to stay ahead of their field by being the first to come up with the next new trend. In the television manufacturing field as with so many others this has held true. In the late nineties the world was introduced to high definition televisions. Their sleek flat panel design allowed them to hang on walls making it captivating and an easy sell to those looking to buy a new television along with those looking to keep up with the trend of the day.

As more and more manufacturers enter the market for them, the sale price was low enough for them to show up in many homes, replacing the bulky version of old regardless of whether or not they were still in good working condition. While the entrance of several high definition television manufactures was good for the customers, it required companies to lower their prices which lowered their profit per item. This paved the way for the next new wave in television viewing to emerge.

The invention of three dimensional televisions is another intriguing product in home entertainment however; their emergence would not be as easy of a sell as the high definition television. The first issue facing the sale of this product is the fact that many homes are in possession of their not so old high definition television. In an unstable economy, it is difficult to get consumer to give up their perfectly fine old stuff for an improved version of the same thing. Not only is this what three dimensional television manufacturers face, but the auto industry also.

Marketing professor Stephen Hooch (2008) suggested, "Retailers also face situations where nonusers hesitate to buy a new product because they have a similar product that still works". In the auto industry there is an easy fix for this issue, offer to accept the trade of the currently owned car, which can be resold and perhaps in some cases make a small profit for the auto sales company taking possession of it. This however is not so easy when it comes to the sale of televisions. Transportation for many is a necessity a new television set is not.

Therefore even with a trade credit it is not worth the upgrade cost. Spangles (2010) writes 'The ACTA/Nielsen study found the most commonly cited reasons for lack of interest in purchasing a DTV include the cost of the set (68%), having to wear the AD glasses (57%) and not enough AD programming (44%)'. The exchange relationship when it comes to AD Television is not about whether or not consumers want to buy or even the selection of a better target exchange relationship. The relationship differs when it comes to funeral products and services.

The consumer in this situation does not want to be a consumer; devastating circumstance has brought them to a place of need therefore, the greatest impact in this exchange relationship is emotion. Companies who deal in such capacities should approach this relationship with caution. Those workers dealing directly with the consumers in this case are on the front line of the company's marketing strategy. In many cases these consumers lack knowledge of the products and services being offered, and perhaps too emotional to care, which makes for a time to take advantage of a consumer.

However, it is in the best interest of the company to proceed with caution, care and concern. Mullions (2010) writes, Many exchanges are necessary for people and organizations to reap the benefits of the increased specialization and productivity that accompany economic development. But such exchanges do not happen automatically, nor does every exchange necessarily lead to a mutually satisfying long-term relationship. Although consumer buying funeral services are not there because they want to be there, they do have a need.

Because there is traditionally very little marketing effort made to increase popularity amongst competitors in this field it is up to those on the front line of sales to create a positive experience. This in itself is a type of marketing, and creates a mutually satisfying and hopefully long-term relationship. Along with consumer loyalty word of mouth advertising, means a great deal for companies that are in a position to sell to consumers who don't want to be consumers.