

Sales tools

[Business](#)



This is a report to understand the role of personal selling within the overall marketing strategy such as Promotion mix: personal and impersonal communication; objectives of promotional activity, push-pull strategies; integrating sales with other promotional activities; evaluating promotion; allocation of promotion budget and Understanding buyer behaviour: consumer and organisational purchase decision-making. And also this report involved the role of the sales team: definition and role of personal selling; types of selling; characteristics and have link with LEVI'S case study.

After reading this report reader could understand to how to apply the principles of the selling process to a product or service such as customer-oriented approach; objective setting; preparation and rehearsal; opening remarks; techniques and personal presentation; need for identification and stimulation; presentation; product demonstration and use of visual aids; handling and pre-empting objections; techniques and proposals for negotiation; buying signals; closing techniques; post sale follow-up; record keeping; customer relationship marketing (CRM)

And also reader could be able to understand the role and objectives of sales management such as, Controlling sales output: purpose and role of the sales budget; performance standards: performance against targets (financial, volume, call-rate, conversion, pioneering); appraisals; self-development plans; customer care.

Reader also will have Be able to understand how to plan sales activity for a product or service in ways such sales settings: sales channels (retailers, wholesalers, distributors, agents multi-channel and online retailers); importance of market segmentation: business-to-business (BTB) selling;

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industrial selling; selling to public authorities; selling for resale; telesales; selling services; pioneering; systems selling; selling to project teams or groups international selling: role of agents and distributors; sources, selection and appointment of agents/distributors; agency contracts; training and motivating agents/distributors; use of expatriate versus local sales personnel; role, duties and characteristics of the export sales team; coping in different cultural environments;

the role of ICT in communicating with an international sales team Exhibitions and trade fairs: role, types and locations of trade fairs and exhibitions; how trade fairs and exhibitions fit in with corporate strategy and objectives; setting objectives for participation in an exhibition; audience profile and measurement; qualification and follow-up of exhibition leads; evaluation of exhibition attendance; setting budgets; financial assistance or exhibition attendance etc.. to a certain extend.

Table of Content Personal selling, promotion mix, buyer behaviour and the decision making process in different situations , role of sales teams within marketing strategy Role of sales teams within marketing strategy ow sales strategies are developed in line with corporate objectives Importance of recruitment and selection procedure Role of motivation, remuneration and training in sales management Sales plan for a Levi's male cap Conclusion Bibliography Personal selling, promotion mix, buyer behaviour and the decision making process in different situations , role of sales teams within marketing strategy Personal selling is a promotional method in which one party (e. g. , salesperson) uses skills and techniques for building personal

relationships with another party (e. g. , those involved in a purchase decision) that results in both parties obtaining value.

In most cases the " value" for the salesperson is realized through the financial rewards of the sale while the customer's " value" is realized from the benefits obtained by consuming the product. However, getting a customer to purchase a product is not always the objective of personal selling. For instance, selling may be used for the purpose of simply delivering information. Marketers have at their disposal four major methods of promotion. Taken together these comprise the promotion mix. Those four promotion methods are 1. Advertising 2. Sales Promotion 3. Public Relations 4. Personal Selling So, Personal selling comes under promotional mix. That means personal selling is a part of promotional mix.

In LEVI'S case also LEVI'S company might definitely use promotional mix and they can improve the promotional mix by improving personal selling that both aspects have a positive relationship. Buyer behaviour consists of activities/process followed in making any buying decision of goods as well as a service. In LEVI'S case buyer behaviour would be 1. Type One: Traditionalist - probably over 45; buys from department stores; buys polyester suits and trousers; shops with his wife. 2. Type Two: Classic Independent - a real ' clothes horse'; 21% of the market but buys 46% of wool blend suits; shops at independent stores; has expensive tastes. 3. Type Three: Utilitarian - wears jeans for work and leisure; 26% of the market; a Levis loyalist. 4.

Type Four: Trendy Casual - buys ' designer' high fashion labels; might buy 501's but usually considers Levi's too mass market; 19% of the market. 5.

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Type Five: Price Shopper - buys the lowest price product wherever they may be; no potential for Levi; 14% of the market. There are five types of buyer behaviours and they have different types of decision making in different situations. One thing needs to be highlighted here is that consumer behaviour does not end with purchase of goods or service, but also post purchase activities are included in consumer decision making. The below image shows the different types of buyer behaviour. Role of sales teams within marketing strategy Marketing Strategy is something that helps companies achieve Marketing objectives.

Marketing objectives help achieve corporate objectives and corporate objectives aim to achieve a competitive advantage over rival organizations. Firstly, a Managing Director or senior management team, or executive board of directors (who ever is in charge) decides on overall corporate objectives. One corporate objective might be to increase sales by some percentage. In order to achieve this percentage sales team always work towards that. So the role of sales team would be work to corporate objective goals and marketing strategies. LEVI'S case study team have adopted to the marketing strategies and LEVI'S ' marketing team responded to this information by deciding to focus on jackets and trousers only for the launch and let suits ' slipstream'.

The Director of Consumer Marketing stated: ' The thing that is going to overcome Levi's image for casual only apparel is a suit made by Levi that doesn't look like anything else we have ever made. Once that gets on the racks people will put an asterisk on the image that says Oh, they can also make a good suit when they put their mind to it'. So sales responded

according to the marketing strategies ' Soon after this decision, salesmen started contacting retail buyers. After 4 months of selling to the trade it was clear sales targets for the range would not be met.

A subsequent price reduction failed to redeem the situation and Tailored Classics achieved only 65% of its sales targets. so role of sales team would be always adopted to mass marketing strategy. ' ow sales strategies are developed in line with corporate objectives Whenever a person wanted to develop sales strategies he/she should always should develop in line with corporate objectives, so, he/she should keep these below mentioned tips before they make sales strategies. Do you have the time and resources necessary to interact? Can you competitively position yourself to overpower the competitor? Do you have sufficient unique selling points to change the rules and do you have time to accomplish this? Do you have access to the key decision makers to do this? Can you sufficiently quantify your unique selling points to prevent price pressure?

Can you neutralize the competitor's strengths? Do you have the capacity to deliver? What would it take to make this a viable opportunity? Importance of recruitment and selection procedure The recruitment is a process of finding and hiring the best-qualified candidate (from within or outside of an organization) for a job opening, in a timely and cost effective manner. The recruitment process includes analysing the requirements of a job, attracting employees to that job, screening and selecting applicants, hiring, and integrating the new employee to the organization. Importance of the recruitment are listed below * Recruitment is the process which links the employers with the employees.

Increase the pool of job candidates at minimum cost. * Help increase the success rate of selection process by decreasing number of visibly under qualified or overqualified job applicants. * Help reduce the probability that job applicants once recruited and selected will leave the organization only after a short period of time. * Meet the organizations legal and social obligations regarding the composition of its workforce. Begin identifying and preparing potential job applicants who will be appropriate candidates. * Increase organization and individual effectiveness of various recruiting techniques and sources for all types of job applicants

Role of motivation, remuneration and training in sales management
Motivation means Internal and external factors that stimulate desire and energy in people to be continually interested and committed to a job, role or subject, or to make an effort to attain a goal. Motivation results from the interaction of both conscious and unconscious factors such as the * Intensity of desire or need, * Incentive or reward value of the goal, and * Expectations of the individual and of his or her peers. These factors are the reasons one has for behaving a certain way. Role of motivation in sales management is motivate sales people towards bringing business to the organization. The most widely recognised method of attracting and retaining marketing employees is through remuneration packages.

This is because a good remuneration package can have a positive effect on a person's standard of living. Remuneration refers to money or substitutes for money. This may include wages, salaries, commissions and bonuses, incentive plans and allowances. The total value of all these items is called a remuneration package. Sales plan for a Levi's male cap A sales plan LEVI'S

cap is basically should be a strategic and tactical plan for achieving market because of the higher price objectives. It should be a step-by-step and detailed process that will show how you will acquire new business for LEVI'S caps; and how you will gain more business from the existing customer base.

It involves making and/or exceeding our sales quota within our sales territory how to penetrate to international business. Here are the steps to help you develop a sales plan for LEVI'S male caps: 1. Segment the target audience - The first step is to clearly identify the target markets. Who are more likely to buy LEVI'S caps. The more defined the target market, the better. Target market can be defined as high-income men ages 30-60 who loves to buy the latest electronic gadgets. If the target market is done, the next step is to prioritize the target market to ensure that resources are directed towards your key target market. Prospects are more likely to purchase if LEVI'S can talk features of male cap. 2.

Cap industry - Current trends in industry, and how the business fares with these trends. LEVI'S must look at the range of similar products now available, and compare how the product stacks up to competitor products. Take a bigger picture of the industry and find out prospects. 3. Develop sales strategies - LEVI'S sales strategies must include determining how LEVI'S can reach the sales quota, how can get more sales from existing customers, and how can raise awareness in the marketplace and community about your business. Your sales strategies also involve making a decision on who is actually going to do the selling. Will you do it skills to do it? how to improve confidence and presentation skill etc... 4. Think through sales plan.

This is the meat of the sales plan. LEVI'S need to write down the sales strategies based on the analysis you've done of your business and what you can do. Will you attend trade shows or do cold calling? Will they use search engine advertising or other forms of online advertising? How they going to reach exactly to target audience? It is important that LEVI'S break down the sales strategies into quantifiable activities . 5. Measure and improve. A sales plan is not something that LEVI'S create and then hide inside the drawer. Should follow the activities and tasks outlined in sales plan. All the planning in the world is worthless if they cannot or do not implement any of it.

Keep track of how they are performing vis-à-vis sales target.. Conclusion This report have explained the role of personal selling within the overall marketing strategy such as Promotion mix: personal and impersonal communication; objectives of promotional activity, push-pull strategies; integrating sales with other promotional activities; evaluating promotion; allocation of promotion budget and Understanding buyer behaviour: consumer and organisational purchase decision-making. And also this report involved the role of the sales team: definition and role of personal selling; types of selling; characteristics and have link with LEVI'S case study.

Report also explained how to plan sales activity for LEVI'S male caps in ways such sales settings: sales channels (retailers, wholesalers, distributors, agents multi-channel and online retailers); importance of market segmentation: business-to-business (BTB) selling; industrial selling; selling to public authorities; selling for resale; telesales; selling services; pioneering; systems selling; selling to project teams or groups international selling: role of agents and distributors; sources, selection and appointment of

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