

Using instagram for marketing flashcard



Screening advertisements in newspapers/magazines, and through radio and TV Programmer and reporting on the differences in appeal of different media of advertising. SALESMANSHIP-II (Outdoor selling/fled sales) I. Identification of potential customers: 15 Meaning and importance, Types of customers and their needs; Buying motives – rational, emotional; Factors affecting purchase of products. II. Planning the sales presentation: 15 Pre-approach & Approach-Meaning and importance; ways of approach; planning calls; Setting objectives for the calls; Important points to be made and supporting evidence to be presented.

III. Sales Presentation: 15 understanding needs, providing information, highlighting benefits of the product, demonstration, noticing buyer's interest.

‘ V. Handling Customer objections and closing sales 15 Nature of objections – price, quality, competition, disadvantages, genuineness; using appropriate techniques to overcome objections; Helping customers in making choice; counseling and assurances; obtaining orders and closing sales. After sales service, implants and follow up .

Role playing by each student as salesman with some other student playing the role of customer. Teacher concerned to assess the performance and external examiner to give his award on the basis of oral questions. 2.

Preparation of sales presentation plan by each student on the basis of selected products to be sold and type of customers to be called upon. 3.

Ascertaining through interview of outdoor Salesman (living or working nearby) the important steps which they follow in sales presentation and preparation of report thereon.