

Quadrant II - Notes

Paper Code: COG147

Module Name: Concept of Salesmanship, Meaning, Definition, Scope and Importance.

Meaning of Salesmanship

Salesmanship is seller-initiated effort that provides prospective buyers with information and motivates or persuades them to make favourable buying decisions concerning the seller's products or service. Salesmanship involves convincing the prospective buyers to buy the product with giving full information of that particular product or service.

Salesmanship is the ability to persuade people to want the things which they already need. Salesmanship is the ability to convert human needs into wants. The work of salesman is a service i.e., helping the consumer. The salesman gives a solution to the customer's problems. Salesmanship is the ability to handle the people and to handle the products. It is a sincere and skillful presentation of accurate information about the product by the salesman to those who are need in that product. The main aim of salesmanship is creating demand and retaining demand of existing products through these increasing sales.

Definitions:

According to W.G Carter, "Salesmanship is in attempt to induce people to buy goods."

According to the National Association of Marketing Teachers of America, "It is the ability to persuade people to buy goods or services at a profit to the seller and benefit to the buyer."

According to Knox, "Salesmanship is the power or ability to influence people to buy at a mutual profit, that which we have to sell, but which they may not have thought of buying until call their attention to it. Salesmanship is the ability to persuade people to want they already need."

Importance of Salesmanship

Salesmanship is an indispensable technique of promotion. The importance of personal selling may be described under the following heads:

A. Benefits to Consumers

B. Benefits to Businessman

C. Benefits to Society

A. Benefits to Consumers

- It provides knowledge to the customers.
- Educate and suggests them the use of new products.
- Helps in selecting products.
- Strike the most profitable bargain.
- Enable consumers to get best quality products at reduced prices.

B. Benefits to Businessman

- It helps in the creation of demand for new products and in the extension of markets for existing ones.
- It helps businessman not only to inform customers of his products but can know their tastes, attitudes and behaviour.
- Assists in development of products that match market demand.
- By creating large scale and regular demand, salesmanship makes planned and regular mass production possible.
- It helps to build up a favourable corporate image necessary to secure repeat sales.

C. Benefits to Society

- Salesmanship helps to expand employment and income of a country through large and rapid sales turnover.
- Salesmen provide marketing information to producers so that consumers can get new and better products.
- Salesmen perform several non-selling tasks, e.g., after sale service, meeting complaints, conducting marketing research, providing credit information, delivering goods, collecting payments, etc.
- It helps to minimize price fluctuations and trade cycles by matching demand and supply.

Scope of Salesmanship

The scope of salesmanship is very vast and is not confined merely to selling goods and services to customers. It includes transport, repairing, teaching, painting, banking, insurance and medicines etc.

The job of a lawyer pleading his case, a teacher teaching his ideas, an applicant applying for a job, resembles the job of a salesman. In each of these cases, skill and ability of a salesman is very much necessary in order to be successful.

Thus, we observe that the skill of salesmanship is not restricted to selling goods and services but is applicable in several other fields.

Salesmanship in its higher levels includes the subject matter of product knowledge, training and control of salesman and organisation and management of sales department etc.

Conclusion

Salesmanship is the process of persuading and assisting a prospective customer to buy a product or service.

