Personal Selling and Direct Marketing Strategies
Chapter Objectives

1. What are the advantages and disadvantages of personal selling?

2. What is the standard selling process used by virtually every company?

3. How do companies plan, implement, and control the personal selling function?

4. What are the steps in the sales management process? How does a company recruit, motivate, and evaluate the sales force?

5. What are the advantages and disadvantages of direct marketing? What are the most important forms that direct marketing takes?
Objective 1

What are the advantages and disadvantages of personal selling?
Personal Selling is when a representative of a company interacts directly with a consumer to provide information to help the consumer make a buying decision about a product or service.
Personal Selling

Occurs in many places:

On the golf course...

In an office...

In the home...

In a retail setting...
Personal Selling

Personal Relationship

Consultative Selling

Target Right Customers
Personal Selling Best When...
Objective 2

What is the standard selling process used by virtually every company?
The **Personal Selling Process** is the practice used by salespeople to identify, research, and approach potential customers to sell products and services.
# of Salespeople in the US

<table>
<thead>
<tr>
<th>Year</th>
<th>Millions</th>
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<tbody>
<tr>
<td>1990</td>
<td></td>
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<tr>
<td>2000</td>
<td></td>
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<td>2006</td>
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<td>2016</td>
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Personal Selling Process
Objective 3

How do companies plan, implement, and control the personal selling function?
Sales Management is the process of planning, implementing, and controlling the personal selling function.
Sales Management
Sales Management

Inside Sales

Outside Sales
Objective 4

What are the steps in the sales management process? How does a company recruit, motivate, and evaluate the sales force?
The **Sales Management Process** is a comprehensive approach that sales managers use to determine the size and type of sales force and how they will hire, recruit, manage, motivate, and evaluate the performance of the salesperson.
Sales Management Process
Sales Management Process
Setting Sales Force Objectives

- Organization Objective
- Region Objectives
- Salesperson Objectives
Developing Sales Force Strategy

Geographic

Product Lines

Key Accounts

Industry

LEGEND
- Pacific Region
- Rocky Mountain Region
- Southwest Region
- Midwest Region
- Northeast Region
- Southeast Region
Recruit - Compensate - Train
Evaluating the Sales Force

Based on sales performance

Based on customer feedback

SERVICE SURVEY

Excellent
Good
Average
Poor
Objective 5

What are the advantages and disadvantages of direct marketing?

What are the most important forms that direct marketing takes?
Direct Marketing is any communication addressed to a consumer that is designed to generate a response.
Direct Marketing

Phone Sales

Infomercials

Direct Mail
Direct Marketing

Measurable

Test various messages

Target specific Customers
Use Direct Marketing When ...
Direct Marketing Options
Visual Summary

The Personal Selling Process

Sales Management

The Sales Management Process

Direct Marketing

Capstone Exercise

“directly”