

THE ROLE OF PROMOTION STRATEGIES IN PERSONAL SELLING

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ABSTRACT

The example of any organization in the marketing figure below is clear evidence that a product must be promoted and the advertising is not the only way. A rounded marketing plan should include an appropriate mix of promotion. This mixture should rely not only on advertising - sales personnel, advertising and sales promotion should be included also. This paper examines the process of communication in general as well as components of this promotion like advertising are part of the Processes attention is paid to the role of sales staff, both locally and internationally. The pre- and the use of local nationals for sale are also treated disadvantages. A section dedicated to the treatment of advertising; examine the principles for a strong marketing campaign, focusing on dealing with negative publicity. Another article examines the use of sales promotions and the influence of local regulations on sales promotion techniques.

Keywords: Organization, Advertising, Communication, Component, Internationally, Treatment
Paper Type: Research Paper

INTRODUCTION

Promotion and Communication

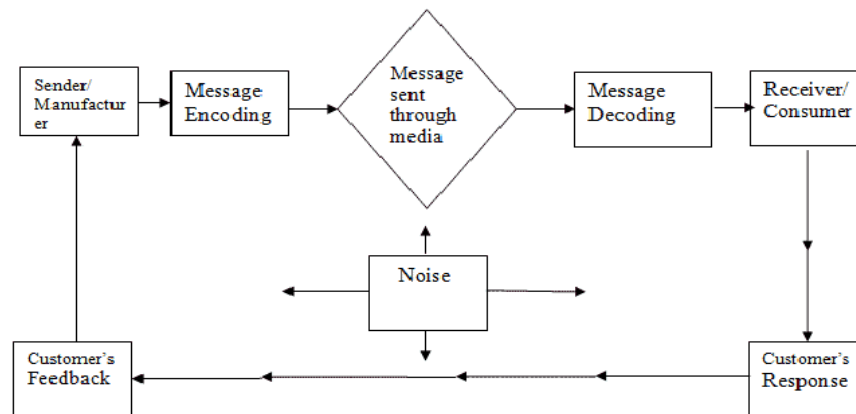
The aim of promotion to both communicate with buyers and seller they concern, Effective promotion requires a good understanding of the process Power of persuasion and how this process affect Environmental factors. The potential buyer must to get not only the desired information but should the ability to understand this information. In addition, the information Sufficiently must be. Strongly motivate those buyers react positively. How to contact with person means certain facts and information are exchanged together with this person (Grehalva, 2004).

The communication is basically five-step process of comprising source code, Information, decoding, encoding and target (Figure - 1). The encoding is a step that converts the idea or the

information in a form, the transfer (written or spoken words) (Bhattacharya, 2006). For a receiver understand the information encoded, the Person must be capable of decoding these words. The source can encode and the receiver can decode by experience that each has a representing the two great circles in (Figure - 1) the fields of the experience of each of the parties (McShane, S.L., Von Glinow and M.A., 2003). If the two districts have a large community room, communication is relatively easy, since the two individuals have similar mental and social attributes

Communication is more dependencies, if the overlap Area is smaller. It is often the case with the international Communication. If the parties are not meet, communication is probably not possible, the transmitter and receiver that have nothing, Common and so they have a very difficult time understanding each other. In addition 'Noise' (people with disabilities) can affect an easy. The phases of high, affecting communication difficult to predict, therefore, the sender must focus on the receiver. (Fang, 1997) The message should contain. The information that the recipients can identify with, and the Information should be coded with the corresponding images and the words, the experience of recipient set and language

FIGURE - 1: PROCESS OF COMMUNICATION



Promotion Mix

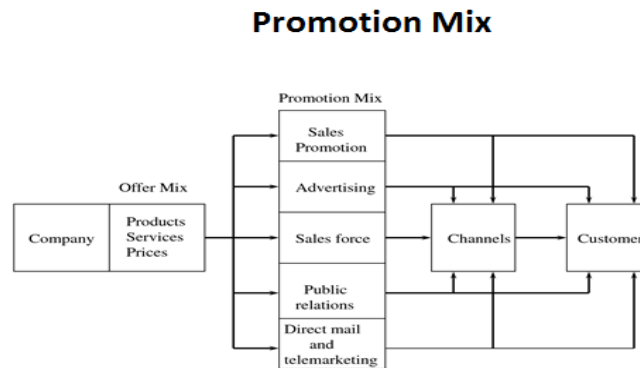
To communicate with influence of costumers is usually the most visible component of the promotion, customer impact, several promotional tools are but this is not the only component. The mix of funding also consists of three distinct but interconnected activities: sales, advertising and sales promotion (Samson, 2010).

Four promotional (4Ps) join each other cannot and it difficult sometimes, to choose one of the four activities, certain advertising can be. Consider trade fair. Promotion trade fair can be as advertising, because fair sponsor and participating companies, commonly used in the direct mail and newspapers, to announce the event. Since the media on behalf of advertising and press releases received, they are ready, free offer Advertising for both fair. Moreover, staff at a kiosk is

necessary, and plenty of opportunity for the representatives of the company by sales personnel makes sales. (Kotler, 2001).

Finally, it is not uncommon that the participants fair to free offer Gifts and a special award on the display and these techniques are classified as sales promotion tools. This chapter focuses on the sales staff, advertising and sales promotion (Singh & Bodla, 2003)

FIGURE - 2: PROCESS OF PROMOTION MIX



Personal Selling

According to the American Marketing Association, personal selling is an "oral presentation in a conversation with one or more potential buyers' for." makes the purpose of sales" Personal selling, also selling, used at every level of the distribution. The cost of sales staff highly. (Robert & N Anthony, 2008)

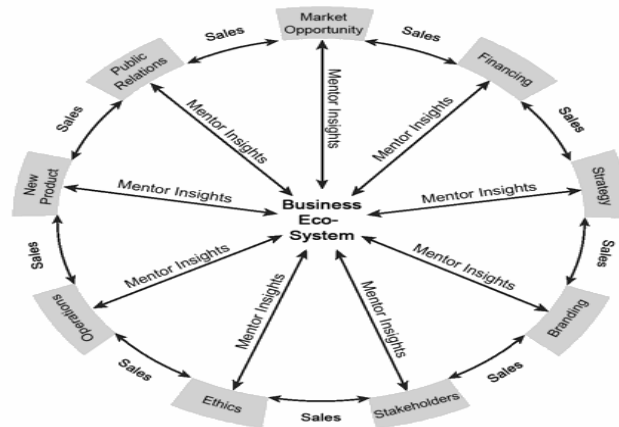
Sales, the arts of education which are defined as interaction face to face, which, the something tangible or intangible value for another element equivalent exchanged usually with a lot of money or higher of the item sold, Sale is part of the promotional mix. Figure - 3 is systematic, repeatable and measurable. If properly analyzed, data return on sales overcome objections and help, to models deliver the projections and sales predictions.

Personal Selling "The Marketing Hub describes relationships in the Promotional mix." Marketing effects personal selling and expands the selling and targeting the costumer environment by experience to possible customer's target.

In the language sales for distribution and commercialization 'personal selling' singles of situations where a real man tries to sell something to a different staff. You may questions now, what other kind of real sale there. The answer is that personal for sale a functional equivalent (C. Johnson & Weinstein, 2004).

In the majority of cases applied what belief to the purchaser was delivered, signs and packaging of the disembodied images in television, radio, magazines, and coupons. This is the 'impersonal sale' advertising, promotion and Public Relations.

FIGURE 3: PROCESS OF PERSONAL SELLING



Personal Selling Vs. Advertising

Personal selling is similar to the advertising in the sense that both wants same aims in sales and that understandable, relevant, and credible and need to be persuasive. Advertising, however, differs from the personal sales in some aspects.

Advertising relies on an impersonal way, to make contact and to sell. In relation to sales associates advertising, personal a share significantly more advertising dollars and several times more is based on the number of employees. This relationship exists in all countries. In fact it makes abundant labor force in developing countries easily and affordably for personal selling to use. Shoplifting issues also require the use of personal selling, self-selection and relatively rare self-service (Nishan C, Thushara & Nadini, 2005).

The differences between advertising and personal selling can also be drop in contrast in relation to Process advertising, communication is a one-way communication process has relatively more "noise", while the personal selling is a process of two-way communication with instant feedback and relatively less "noise".

Control of the message is more dependency relationships, personal than to sell in advertising since provider react to unforeseen situations and in a manner that may differ from the policy of the company (Irving, 1997). However, advertising in general less compelling, because the advertising of which are prepared which have minimal contact with customers and because the message to the simple appeal must be kept in a large number of people.

Personal selling is flexible and efficient on the other side. A seller can adapt the message to the ability of the customer at the time of the presentation, and stimuli can be presented to the appeal to all five senses (Frampton, 2012).

Varying Quality and Style of Personal Selling:

The quality of the different personal selling of a product from employee to employer and a destination to another, Retail seller's sale for manufacturers is usually better trained and better qualified than those who work for the big and retailers. With regard to the target group, vendors who sell to industrial users are rather "Getter" and are usually aggressive, well-educated and well informed. Commercial seller receives high remuneration, simply can mix with management (Van Der Merwe, 2003).

Those Sales to wholesalers, retailers and consumers have a routine, to sell the place, and this seller are "Order takers" and generally less aggressive new company. Personal selling as a costly product of low unit value requires a premium to revenue generating products.

Personal selling is not considered to be a respected profession in most countries. Is taught often in business schools or vocational schools rather than universities, and thus the quality of sales outside the United States is anything but exemplary. In Brazil, for example, sellers are not very good by American standards (Anand, Davar, Dhingra & Dhingra, 2010).

Intercultural Negotiation:

Successful negotiations require an understanding of the culture of each party and may also adopt a negotiating strategy, representing the other portion of the cultural system. A strategy is dependent on stereotypes. It is possible, for example using Prejudices stereotyped to identify the negotiator personality of country or different ethnic groups. Although stereotypes just label, it is also risky because the generalization can drive, think to do, that members of the group must assume the same traits. These prejudices affect trade negotiations on their results, (Kristen, 2006).

International marketing are the effects of cultural adaptation on intercultural communication. Should be performed to determine the conditions which it desirable as merchants their behavior in response to the cultural of adaptation to make the other party

Motivation

Seller must be motivated than other employees. In many Western countries the dependency to retain and motivate the best sellers finds it. The concept of personal recognition of vendor is counter to the approach of the team of the Japan for businesses and his aversion to a compensation system, which has paid for performance.

In Saudi Arabia, where the sales allowance is considered to be undesirable, representatives of local trade qualified are difficult to find missing work. Because the India various languages and social caste system, it is difficult for the representatives of trade (Akkaya, 2002).

To sell outside their own social level, In Brazil, the determination of the sales force compensation and the prices of the products by galloping inflation rates and the national labor

laws is affected. Is someone less than in the previous pay released year amount if a problem? Several factors can affect the revenue development. Role conflict and role ambiguity have been found, with adverse effects on sales staff in the United States conflict and role ambiguity, a number of techniques used to reduce in Japan and Korea (Kaufman, 2010).

FIGURE 4: PROCESS OF PERSONAL SELLING

	Personal	Interpersonal
Intrinsic	Personal Satisfaction	Social Interaction
Extrinsic	Personal Rewards	Public Recognition

To education for sale, training manuals, job descriptions, correspondence training films written by the company, entry/debates, case studies, role playing, and So on.

Telemarketing

Personal Selling is not required always a conversation face to face. The best example of Personal sell can be done by telephone. Although the sale of the phone there since some time, the growth in the field of direct marketing has pushed this method of selling at the top. This business practice is now known as telemarketing becomes very popular (Globalization thrust, 2009).

Seller - but not necessarily with consumers who believe that they are flooded with such calls. Through effective lobbying by telemarketing, U.S. legislators, a legislation limiting the use of Tele-Marketing have adopted resisted. Within the lobby work optimally pointed out that legislators disrupt their own fund raising efforts would the proposed restrictions. However, Governments in the place of the do not call in 2003 lists ultimately put the United States (Ghemawat & Reiche, 2011).

Telemarketing is not so developed in the overseas markets, like the limited availability of phones for private households is a problem. The laws of data protection are another obstacle. Cold calling (unsolicited sales calls) receives a detailed review on behalf of the protection of consumers and the right to privacy. A statutory cooling Period applies to sales closings by phone. The Germany is even more restrictive. It prohibits the telephone solicitation from reasons of invasion of privacy, and the announcement of the visit ban also applies to the assurance of vendor. (Hines & Jr, 2003)

Expatriate workforces

Expatriates are considered positive sellers, because they already know with it occurred the company, technology, history and politics. So is the only way of the institution they need, would be a knowledge on foreign market. Hence, this could be the biggest obstacle for the seller of expatriates. While some may enjoy the challenge and adjustment, other relationships of dependency to find expatriate staff to evacuate, a new and unfamiliar business environment, understand disability, a foreign culture and their customs without issue will hinder the effectiveness of the expatriate field. British Manager, result from differences example stores the difficulties in detail in the highly competitive market of the United States, which is characterized by longer opening hours and the sizing (Howard, 2006).

CONCLUSION

A product selling, no matter how superior, should not. It should be encouraged, so that the prospects know the services through the product. A product may be promoted in several ways of advertising and sales promotion. Although advertising is the most popular technique, the other three methods are no less important. More efficient for the promotion is, however, if the four advertising techniques used and coordinated. Personal selling typically an important part of the advertising expenditures command staff. It is used locally on an international level, but also on every level and distribution for all kinds of products. If the emigrants from the sale must be used, the employees and their families should be inspected for suitability, before given the assignments abroad.

Qualified as local nationals should be used for a variety of reasons. If multinationals do not engage these individuals from the qualified, progressive local competitors will probably use. With the media time and space, which is available in limited countries it is necessary to develop people, to try and win some free advertising media relations. Finally, if the efforts in advertising, sales, personal public relations by the sales promotion activities

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