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MARKETING: The Core 5/e

CHAPTER

17

PERSONAL
SELLING
AND SALES
MANAGEMENT



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LEARNING OBJECTIVES (LO)

AFTER READING CHAPTER 17, YOU SHOULD BE ABLE TO:

- L01** Discuss the nature and scope of personal selling and sales management in marketing.
- L02** Identify the different types of personal selling.
- L03** Explain the stages in the personal selling process.
- L04** Describe the major functions of sales management.

17-2

XEROX SUCCEEDS BY DOING WHAT'S RIGHT FOR THE CUSTOMER



17-3

L01

SCOPE AND SIGNIFICANCE OF PERSONAL SELLING AND SALES MANAGEMENT

- **Personal Selling**
- **Sales Management**
- **Selling Happens Almost Everywhere**
 - **“Everyone Lives by Selling Something”**

17-4

L01

SCOPE AND SIGNIFICANCE OF PERSONAL SELLING AND SALES MANAGEMENT CREATING CUSTOMER SOLUTIONS & VALUE

➤ Salespeople & Relationship Marketing

- Identify Creative Solutions to Customer Problems
- Ease the Customer Buying Process
- Make the After-the-Sale Follow-Up



17-6

FIGURE 17-A Comparing order takers and order getters

BASIS OF COMPARISON	ORDER TAKERS	ORDER GETTERS
Objective	Handle routine product reorders	Identify new customers and uncover customer needs
Purchase Situation	Focus on straight rebuy or simple purchase situations	Focus on new buy and modified rebuy purchase situations
Activity	Perform order processing functions	Act as creative problem solvers
Training	Require significant clerical training	Require significant sales, product, and customer training

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FIGURE 17-2 Stages and objectives of the personal selling process



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L03

THE PERSONAL SELLING PROCESS: BUILDING RELATIONSHIPS PRESENTATION

➤ Handling Objections

- Acknowledge and Convert
- Postpone
- Agree and Neutralize
- Acceptance
- Denial
- Ignore

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L03

THE PERSONAL SELLING PROCESS: BUILDING RELATIONSHIPS CLOSE

➤ Forms

- Trial Close
- Assumptive Close
- Urgency Close
- Final Close



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L03

THE PERSONAL SELLING PROCESS: BUILDING RELATIONSHIPS FOLLOW-UP

➤ Follow-up Stage



STAGE

6. Follow-up

OBJECTIVE

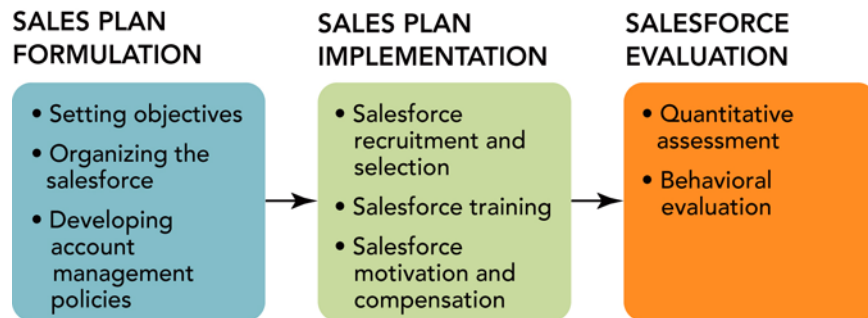
- Ensure that the customer is satisfied with the product or service

COMMENTS

- Resolve any problems faced by the customer to ensure customer satisfaction and future sales possibilities

17-24

FIGURE 17-3 The sales management process involves sales plan formulation, implementation, and evaluation



17-25

L04

THE SALES MANAGEMENT PROCESS

SALES PLAN FORMULATION

- **Sales Plan**
- **Setting Objectives**
 - Output-Related
 - Input-Related
 - Behaviorally-Related



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L04

THE SALES MANAGEMENT PROCESS SALES PLAN FORMULATION

➤ Organizing the Salesforce

- Customer
- Product
- Geography



- Major Account Management

17-27

L04

THE SALES MANAGEMENT PROCESS SALES PLAN FORMULATION

➤ Account Management Policies

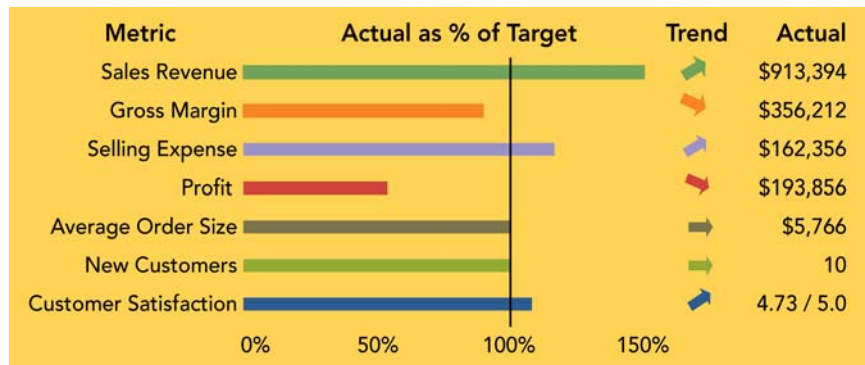
- Whom to Contact
- Info to Collect
- Activities to Perform



L04

USING MARKETING DASHBOARDS

Tracking Salesperson Performance at Moore Chemical & Sanitation Supply, Inc.



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