

S.A. JAIPURIA COLLEGE (MORNING SHIFT)
B.COM, SEMSETER-II (HONOURS)
SUBJECT- MARKETING MANAGEMENT
UNIT: 5 – Promotion and Recent Development in Marketing
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Note No-1

UNIT: 5 – PROMOTION AND RECENT DEVELOPMENT IN MARKETING

Promotion:-

Topic- PERSONAL SELLING

Personal selling is a direct mode of communication between the seller and the buyer, where sales personnel establish a link between company and the customer for the purpose of convincing and persuading the buyer to buy the product or services.

CHARACTERISTICS /FEATURES OF PERSONAL SELLING

- Personal selling is based on **Personal Interaction** between sales person and the customer.
- **Personal Attributes of sales person** i.e. ability to convince, confidence, patience, appearance, voice, alertness, honesty etc. determines the success of salesmanship.
- It provides scope of **Flexibility** in adapting the communications as per the unique characteristics of receiver.
- Face to face interaction enables **Quick Resolving** of queries and problems.
- The market related information is collected by sales person and thus they act **Source of Feedback**.
- **Maintain** existing customer **and creates new customers**.

PERSONAL SELLING PROCESS

The major steps involved are:-

→**Identifying the Prospective Buyer** (Marketers tap different sources to identify prospective customers by search in websites, contact through mail and telephone, trade shows etc and qualifies the prospects on basis of their financial ability , taste and preferences)

→**Pre Approach** (Sales person make a personal visit , a phone call or send a letter based on the convenience of the prospects)

→**Approach** (Sales person should properly greet the buyer and give a good start to conversation)

→**Presentation and Demonstration** (The sales person provides detailed information about the product and benefits of the product)

→**Overcoming Objections** (Sales person handles objections skillfully by clarifying their objections and convinces the customer to make purchase)

→**Closing** (Request the customer to place order)

→**Follow up** (Sales person assures about delivery at right time, proper installation, after sales services)

Topic- PUBLIC RELATION

Public relation is tool used by organization to convey information to general public. Public relation means establishing and maintaining a relationship between organization and public to inform the public, investors, employees, prospective customers and other stakeholders about company, its product and ideologies of company and aims to gather trust and belief from public.

CHARACTERISTICS /FEATURES OF PUBLIC REALTION

- Public relations create **public awareness**
- Aims at establishing **strong relationship** with different interest groups
- It is **communication process** aiming at building long lasting relationship between company and public
- Provide **favorable idea** about the organization
- It is an integral part of **managerial function**

TOOLS OF PUBLIC RELATION

- **Press Release** (Company hold press meetings, speak to media about its new innovations)
- **Brochures and News Letter** (Companies sends brochures and news letter to existing customers informing about new product or product modification)
- **Public Services Activities** (Companies spends for maintenance of public places like parks, garden, heritage places etc)
- **Sponsorship** (Companies often sponsor sports and cultural events, music and dance programs)
- **Corporate Communication** (Companies Annual Meeting, Annual Reports are platform of public relation)

Topic –PUBLICITY

Publicity is non paid form of mass communication. The means which is adopted to inform the people about a principle, idealism, product or any other subject through newspaper, radio, television etc is called publicity.

CHARACTERISTICS /FEATURES OF PUBLICITY

- Publicity is a **part of broad public relations** efforts and activities.
- It has **wide coverage** as it can reach too many potential buyers.
- As no space or time is bought in media therefore it has **no media cost**.
- It has **high credibility** because written independently by a media person
- **Directly helps middlemen and sales persons** because it speaks a lot about products

DISTINCTION BETWEEN ADVERTISING AND PUBLICITY

Point of Difference	Advertising	Publicity
1.Payment	It is a paid form of communication of information	The sponsor does not make any payment to media as the information is communicated voluntarily
2.Identified Sponsor	It come from an identified sponsor	It comes from neutral or impartial source
3.Purpose	It is intended to give favorable and positive impression about the company and its product	This may have favorable or unfavorable impression about company and its product
4. Audience	It is targeted to particular audience	It cover wide range of public
5.Function	To inform the people about introduction of new products and to increase demand and sale of product	To reveal the practical truth in order to do welfare for the people or the country

Topic- SALES PROMOTION

Sales promotions are short term strategies for increasing sales volume. According to **Kolter** “sales promotion are short term incentives to encourage purchase or sale of product or services.” Sales promotion tools are used to support the sales personnel and to back advertisement process

CHARACTERISTICS /FEATURES OF SALES PROMOTION

- The activities of sales promotion **stimulates** consumer to buy more.
- Sales promotion tools are **short term strategies** to attain high sales volume immediately
- It induces the buyer to purchase product immediately and thus **increase sales volume**.
- **Motivates dealers** to put more effort to attract more customers
- It not only retains present customers but also **attract potential customers**
- Facilitates **faster sale of slow moving products**.

SALES PROMOTION METHODS

- **Consumer level sales promotion** – Stimulate consumer buying behavior and induces them to buy the product. Tools of consumer level sales promotion include: **-discount, extra quantity, distribution of free samples, installment payment scheme, exchange offers, premium etc.**
- **Dealer / Channel level sales promotion** – Incentives offered to middlemen to motivate and encourage them to make more efforts to sell particular brands. Dealer / Channel level sales promotion tools include: **- trade discount and cash discount, credit facility, storage facilities, free transportation and insurance, window displays, gifts on excess sales etc.**
- **Sales Force level sales promotion** – Incentives offered to sales persons to encourage them to make more sincere efforts to improve sales. Sales force level sales promotion tools include- **extra commission, free training, gift articles, bonus, award, prizes and certificates, free holiday etc**