

I.M. Commerce Marketing Management - 18MCC15E

2 Sem Unit - IV  
 Sales Promotion - meaning and definition  
 - objectives and importance of Sales  
 Promotion - Salesmanship and personal  
 selling - Steps in selling - essentials  
 of Salesmanship - Importance of  
 Salesmanship - Qualities of a good  
 Salesman.

Meaning: - It is the process of  
 persuading a potential customer  
 to buy the product.

Objectives: -

1. To increase sales
2. To disseminate information
3. To stimulate customers
4. To prompt existing customers
5. To introduce new products
6. To attract new customers
7. To meet competition
8. To check seasonal decline

Importance: -

1. Spreads information
2. Stimulates demand
3. Customer satisfaction
4. Stabilization of sales  
volume
5. Performance Appraisal.

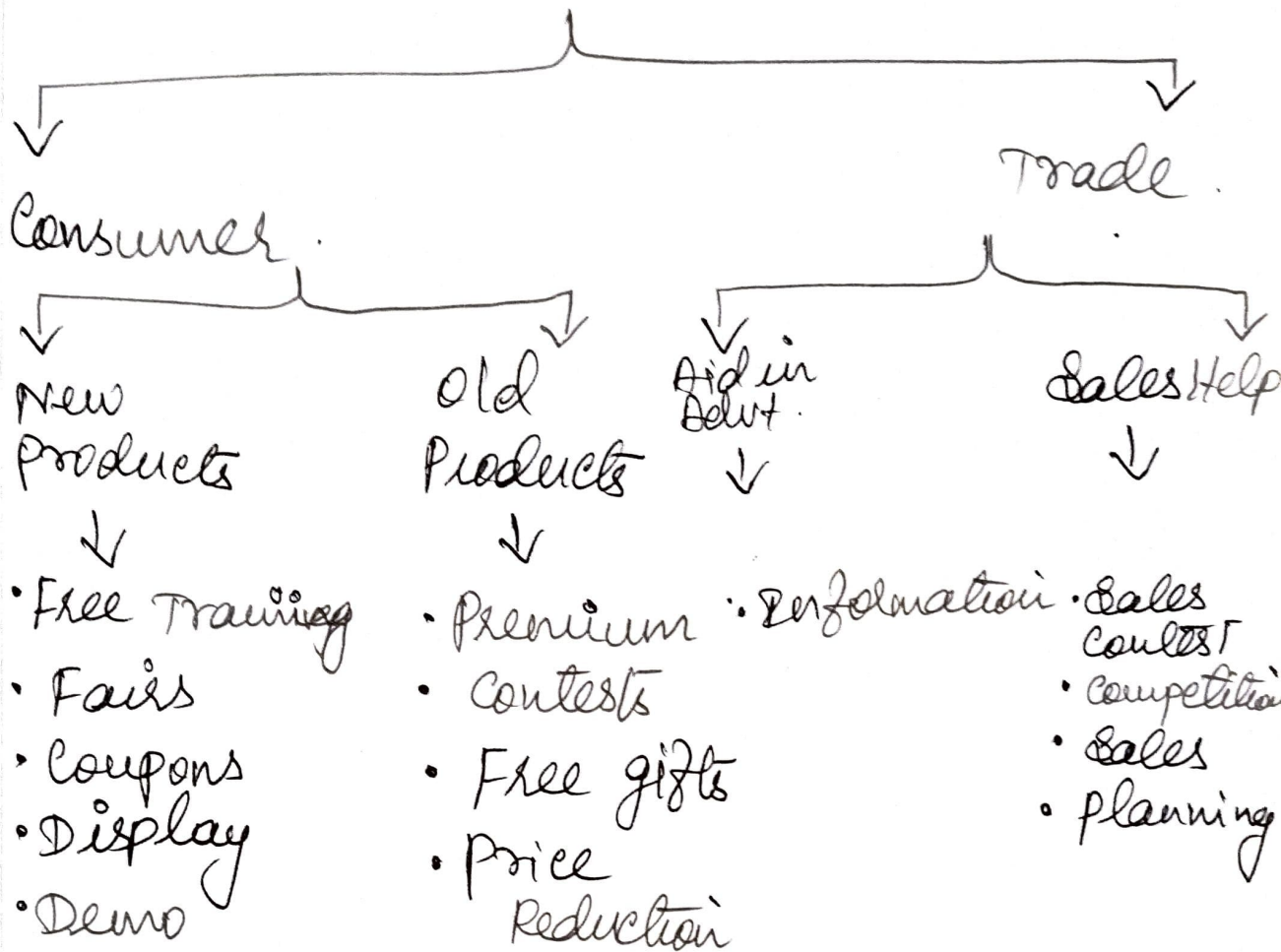
Reference  
Book.

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# Methods of Sales Promotion



## Essentials of Salesmanship:-

1. Mutual Benefit
2. creation of permanent customers
3. An educative process
4. winning of buyer confidence
5. A creative process.
6. Link between the buyer and the seller.

## Qualities of a good salesman:-

1. Ability to listen
2. Empathy
3. Hangel
4. competitiveness
5. Confidence.
6. Enthusiasm
7. Resiliency.