3. Selling Process is an ongoing activity while sales is known at the end of a period.

4. Sales is a quantitative term. Selling process is not a quantitative term, it's a qualitative term.

Questions of ch-4 (Sales & Selling Process).

1) Define selling.
2) Discuss the features of selling.
3) Explain various methods of selling.
4) Distinguish between marketing & selling.
5) Define personal selling.
6) Define features of personal selling.
7) Explain the importance of personal selling.
8) Distinguish between Advertising & personal selling.
9) Mention & explain the steps involved in personal selling.
10) Explain the qualities of a goods salesman.
11) Distinguish between sales and selling process.

Steps in Personal selling

1. Preparation.
2. Prospecting.
3. Approach.
4. Presentation.
5. Convincing.
6. Closing the sale
7. Post-sale - Follow up.

Qualities of a good salesman

1. Good physique.
2. Cheerful.
3. Sincere.
4. Sensitive.
5. Knowledgeable.
6. Sound Memory.

Distinction between sales and selling process

1. Sales refer to the total amount of goods and services sold by a firm during a given period of time.

Selling process is a series of steps taken by a salesperson to sell goods and services.

2. Sales is the end result of the process of selling.

Selling is the process.

Features

1) Personal.
2) Selective.
3) Oral
4) Long lasting Relationship.
5) Art.
6) Flexibility
7) Mutual Benefit.

Importance

1. Understanding the needs of customer.
2. Persuasion of customers.
3. Complete job.
4. Most Flexible Tool.
5. Provides Feedback.

Distinction Between Advertising and Personal selling.

BOD	Advertising	Personal selling
Nature	A mass selling method.	one to one selling method.
Contact	Impersonal — no face-to-face contact.	Personal — face-to-face contact.
Cost	less costly	more costly.
Sale	Cannot result in immediate sale.	Can result in immediate sale.
Coverage	Wide	Narrow,

Distinction between Marketing and selling

	Marketing	Selling
(i) Beginning	Begins much before goods are produced to understand the needs and preferences of consumers.	Begins after the goods are produced.
(ii) Orientation	Customer-oriented, the aim being to satisfy the needs of buyers.	Product oriented, the aim being to satisfy the needs of the seller.
(iii) Focus	On long-term growth and profitability of business.	on short-term maximisation of profits.
(iv) Means used	Integrated approach.	Persuasion and promotion.
(v) objective	Profits through customer satisfaction	profits through sales volume.

Meaning of personal selling

Personal selling or salesmanship is the process of assisting and persuading a prospective buyer to buy a product or service in a face-to-face situation.

Ch-1

Commercial Applications

Class-X

Meaning of sales

"Selling is the personal or impersonal process of assisting and or persuading a prospective customer to buy a commodity or service and to act favourably upon an idea that has commercial significance to the seller"

Features

(a) Selling involves persuading and convincing people to buy.

(b) Selling also involves winning the confidence of buyers by providing them information about the utility of products and services.

(c) It converts goods & services into cash. It also seeks to satisfy the needs of customers. So it is a two way process.

Methods of selling

1. Sales by Inspection.
2. Sales by Description.
3. Sales by sample.
4. Sales on Approval or Return.