

Lesson-21

ADVERTISING AND SALESMANSHIP

Introduction

As you are already aware that the main purpose of advertising is to inform the prospective customers about the availability, quality, price etc. of the products and motivate them to buy. Besides advertising, sales promotion and personal selling are the other tools commonly used by the firms for promotion of their products. We shall learn about all these elements of the promotion mix. . For each product, a number of companies advertise their brand, as in case of television, Videocon, Sony, BPL, LG etc.

Important points from the text:

1. Advertising is 'any paid form of non-personal presentation and promotion of ideas, goods and services of an identified sponsor'. It also generates huge revenue, employment opportunities in the country.
2. Objectives of Advertising:



3. Advantages of Advertising :

- introduces a new product in the market
- expansion of the market
- increased sales
- fights competition
- enhances good-will
- educates the consumers
- better quality products
- more employment opportunities

4. Limitation of Advertising:

Often expensive
Impersonal
One way communication
Lacks flexibility
Limited ability to close a sale

5. Media of Advertising :



6. Sales promotion: All promotional activities other than advertising, salesmanship and publicity which help in increasing the market demand of the product.

7. Objectives of Sales promotion :

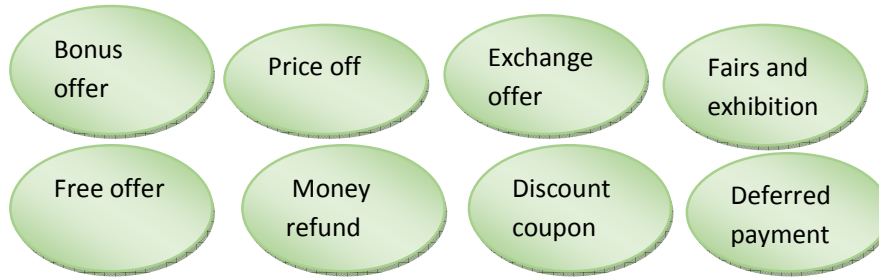
- Inform the potential buyer
- Persuades customers
- Increase in sales volume
- Incentive to retailers
- Create product identity

8. Qualities of a good salesperson:

- Good personality
- Mental qualities like alertness, imagination, foresightedness, empathy
- Good behavior
- Knowledge about the product
- Ability to communicate and persuade

9. Tools used in sales promotion :

Learners Guideline Business Studies (319)



Learn new points:

- ❖ Personal selling is a process of assisting and persuading the prospective customers to buy a product in a face-to-face situation.
- ❖ Deferred Payment Plan : During 1980's, some of the airlines offered deferred payment plans - 'Travel today pay fare later' for air journeys for promoting travel

Evaluate yourself

1. As you know that advertising adds to the cost and prices of product. Do you think it is essential to do advertising of products?
2. Visit any shops selling a readymade garments and list down the different qualities of the salespersons you noticed during your conversation.
3. Make a list of products you generally see around, where media is used for their advertising.

Maximize your marks

- Read the chapter carefully
- Go through the learning points
- Get into the little details of the above mentioned important points.