



THE ART OF SELLING

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Abstract

Selling is difficult phenomena which involve skills behaviour and attitude of salesman so that the salesman attracts customers towards the product offered for selling therefore it is mandate for sales man to acquire leadership skills to achieve task of selling. As sales is the part of marketing which is popularity denotes the text of social and managerial process where the term social attributes to benefits for customers which in other sense every act of marketer must be beneficial for society therefore the marketer should not cheat customers and must become philanthropist for customer interest the other term managerial reflects that every act of marketer must be supported with decision making process, with this analysis it is clear that the phenomena of selling not only involves leadership skills but also integrates the aspect of philanthropy as well as interest of society. The modern business era which has been embroidered with enormous challenges in perspectives of competition mercury's changes in customer psychology in this scenario selling become a difficult task because the electrification of globalization which has created double density of competition both in perspectives of national and international sphere in this situation sphere in this situation selling a product is the most challenging task because customers enjoys greater choice adherence to availability of international products in domestic market Bharthi Wall Mart D Mart are access towards selling of international product with establishment of its outlets in various country across the globe. The task of selling involves transformational change from the perspectives of customers believes and ideology therefore the salesman should become psych friend for customers the salesman should not only guides customers in a right path but also tries to create good relationship with customers this aspect helps to maintain customer loyalty which has its impact towards customer satisfaction. It is the well acknowledged fact that salesman should poses creativity of course creativity is a natural phenomenon, and it is the result of intellectual capabilities of a salesman should possess effective communication skills as well as ability to listening.

Keywords: *Effective salesmanship; Marketing; Salesman; Leadership skills; Selling skills; Behavioural skills; Sales maximization.*

INTRODUCTION

Selling is the most difficult phenomena which employed the skills of salesmen which results in sales maximization that leads to profit maximization, now it is required to understand what is selling and what does it requires selling is nothing but transformation of ownership for price as the consideration.

For selling a product or a service the salesmen should have to adopt certain characteristic features amongst those effective communication with euphoria, it is well acknowledged factor that communication is the mother principal of organization its significance equally becomes indispensable in perspective of selling. The Art of selling is a boarder scope aspect which begins from advertisement and subsequently travels

from the stages of marketization influencing consumer behaviour maintaining customer relationship and lastly delivery of goods to the customer, in all these above prescribed practices of sales and marketing the one characteristic feature which has its dominance and catalysing impact towards each activity of commercialisation is none other than creativity the most demanding natural psychological aspect which makes person unique in approach and monopolizing competitive advantage, this natural characteristic feature is a compound of large number of sulci and gyri the slight depressions and alleviations on the surface of human brain which reflect persons intelligence and rationalistic approach in the practices of decision making.

WHAT AN IDEA SURJI

AN IDEA CAN CHANGE YOUR LIFE

IDEA SELLER

Of course an idea can change the life of a person and also can change professional status therefore the success of any business enterprise depends upon idea creation. The idea basically is a product according to Phillip Kotler and other marketing experts therefore the re-engineering of marketing and sales strategy stresses upon bold rethinking of marketing function that attributes to not only redesigning of marketing strategy but also creation of marketing needs marketing effectiveness. Amul the taste of India amul has created the needs of its dairy products in all over India even in perspectives of rural artisans.

PAPPU PASS HO GAYA

CACBOURY DAIRY MILK CHOCOLATE

MERY MAGGI DO MINUTE MAI KHUSHIYA

These advertisements attract attention of customers towards proposes of purchasing. The other important characteristic feature which influence selling phenomena is praise worthy words for customers, one day a black complexion girl entered in a shopping mall with an intention of purchasing a dress cost of rupees 2,000rs suddenly a sales girl who has shown a dress which is cost of rupees 5,000 at this point of time the sales girl had a statement "madam you looks like a Aishwarya rai if you wear this dress with drawn from intention of purchasing 2,000rs dress and had favoured her behaviour towards purchasing a costly dress.

Selling is a comprehensive phenomenon which makes sales man not only good speaker but also good listener the sales man should allow customer to speak about their selves and also to speak about their family members about their pets about their profession and even about their likes and dislikes this opportunity of speaking by customer creates a confidence between customer and sales man this practice makes the sales man a psycho friend to understand customer psychology their needs wants



tastes and preferences with this analysis the sales man target right customer for right product at wright time and at right place.

The salesman should be good decision maker, the concept of decision making must be associated with intellectuality and rationality which makes the decision unique one among available competitors. The decision making process have a significant impact in every activity of marketing and sales which has cattily tactically transformed into sales maximization therefore into sales maximization therefore it was rightly observed by marketing guru Dr. Phillip Kotler in the definition of marketing “Marketing is social and managerial process by which individuals and groups offering services” in this definition of marketing the Kotler has emphasises upon two aspects social managerial, the term social express that every act of marketer must be beneficial for society which makes the marketer two stand firmly in the long run , whereas the term managerial express that every act of marketer must be supported with decision making involved choosing the best among available alternatives or selection of a unique one along with competitive advantage and competitive advantage and competitive prepared ness NISABA GODREJ adopts ZAG strategy for Godrej products my jio a wonderful strategy by Mukesh Ambani.

Selling is such a comprehensive aspect which also involves skills of digital transformation like, SAP CRM sales force Automation and also block chain. The sales man ship requires leadership skills which is basically trait behaviour situational charismatic skills the salesman should change their behaviour in accordance of environmental and situational perspectives, the challenges of modern business which has embroidered with frills of competitiveness mercuries changes in customer psychology and unification of global market all these factors responsible to adopt multiples of leadership skills which is a bundle of enormous personality development characteristic features which helps to boost leadership personality therefore dis concept must be transformed into a skills of must be translated into a skills of salesman.

Salesman the leader of business and market. As leaders’ changes attitudes and believes of people and executing authority over a group of persons dis quality has to be transformed into personality of salesman so that the salesman could influence behaviour of buyers towards process of purchasing.

Selling is such a difficult phenomenon which involves behavioural changes of customer’s crosses of purchasing this complicated task also involved motivational factor for salesman ship f helps to achieve assigned task with in or the purpose of delivering values towards performance of salesman that helps to achieve assigned task within stipulated time period.

The selling phenomena not only involves skills of salesman but also it requires certain happenings which can attract attention of listener it may be by means of colourful and bright display and also by means of images communication etc.

DAFLI WALE DAFLE BAZA KUCH BECHNA HAI TO BAJANA HAI

Any song or any colourful attraction can attract attention of listener and dis automatically creates need of that particular product in the mines of customers this is the true sense of marketing and selling.

Selling also involves customer satisfaction which makes the salesman two stand in competitive market in the long run therefore satisfaction not only influence customer behaviour but also makes the customer to go far purchase and repeat purchase therefore selling is an artistic capability which involves efficiency of selling practices to attract and satisfied customers in the competitive market for this perspectives the effective salesman ship must enjoy competitive advantage which makes the personality of salesman distinct and unique in the existing scenario human resource competition therefore effective salesmanship upgrades performance of salesman which allows performance appraisal with and incrementalism in the existing cadre of employment.

CONCLUSION

This article emphasis upon leadership skills for salesman therefore salesmanship requires creativity effective communication skills and ability to read human psychology all these characteristic features are the result of leadership skills therefore the salesman should possess leadership skills.