

## BECOME THE SALESMAN OF THE YEAR: TENETS AND TACTICS

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### Abstract

Corporate branding is defined as the perception of a company that unites a group of products or services for the public under a single name, a shared visual identity, and a common set of symbols. The purpose of a corporate branding initiative is to generate a positive halo over the products and businesses of the company, imparting more favorable impressions of those products and there are certain AIDA principles, which take care of it. But to make a brand popular in market, it is marketing added with performance that brings reputation for the company in the long run.

Reputation has become one of the most essential factors for maintaining brand image today and global competition has made survival tougher; every industry is now trying to provide its customers with something unique in look, concept and feel of its products and services. Every brand is trying to perform in the best possible manner to bring novelty. Whatever may be the product, it is packaging, way of advertizing and promotion and above all, quality performance that matters in the end. Whether the brand will be successful or not in the long run depends on the way it is presented before its consumers, the technique through which it is marketed and above all, if it is bringing in customers' delight. And whether a brand is reaping the best of opportunities in marketing its services or not or can only be established by the performance of

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the marketers catering to its targets. It is the marketing team and their direct dealings with the consumers that initiates and sustains goodwill thereby bringing success in an organization.

Despite providing facilities and arrangements, a customer is always pleased by the behavioral etiquettes of the service providers. Performance is the key word, but the manner of performance is what adds value to. This paper by discussing certain marketing mannerisms and etiquettes, critically analyses the role of the marketing personnel in corporate world, who apart from proudly fulfilling their organizational commitment also wins hearts of the consumers.

**Keywords: Marketing, Skills, Etiquette**

Corporate branding is defined as the perception of a company that unites a group of products or services for the public under a single name, a shared visual identity, and a common set of symbols.<sup>1</sup> The purpose of a corporate branding initiative is to generate a positive halo over the products and businesses of the company, imparting more favorable impressions of these products and there are certain AIDA principles, which take care of it. AIDA is an acronym used in marketing and advertising that describes a common list of events that may occur when a consumer engages with an advertisement.

- A – Attention (Awareness): to attract the attention of the customer.
- I – Interest: to raise customer interest by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising).
- D – Desire: to convince customers that they want and desire the product or service and that it will satisfy their needs.
- A – Action: to lead customers towards taking actions and/or purchasing.

Using a system like this gives one a general understanding of how to target a market effectively. Moving from step to step, one loses some percent of prospects. But to make a brand popular in market, it is marketing added with performance that brings reputation for the company in the long run.

Reputation and brand building has become the most essential factors for maintaining brand image today and while global competition has made survival tougher; every industry is now trying to provide its customers with something unique in look, concept and feel of its products and services. Every brand is trying to perform in the best possible manner to bring novelty. Whatever may be the product, it is packaging, way of advertising and promotion and above all, quality performance that matters in the end. Whether the brand will be successful or not in the long run depends on the way it is presented before its consumers, the strategy through which it is marketed and above all, if it is bringing in customers' delight. Successful branding relies on the construction of a company's identity and the promotion of that identity using personable marketing. A brand personality is essentially the part of a brand identity that is relatable to consumers. One of the most reliable ways to establish a recognizable brand personality is to publicize the company's ethical tenets along with its products. It is the marketing team and their direct or indirect dealings with the consumers that initiate and sustain goodwill thereby bringing success to an organization. Performance is the key word, but the manner of performance is what it adds value to the sale of goods/services. Modern consumers have been inundated with soulless marketing ploys by faceless corporations for decades. The advent of social media has made it possible, and now it has become necessary, to connect with target audiences in a more meaningful way. Expressing the viewpoint of the company as a whole through interactions with customers, has edged its way into the heart of modern marketing.

This paper by discussing certain marketing mannerisms and etiquettes, critically analyses the role of the marketing personnel in corporate world, who apart from proudly fulfilling their organizational commitment also wins hearts of the consumers.

Marketing is an art. It composes the art of being partly assertive, partly passive, and being totally optimistic. Peter Druker, the American management consultant said, “The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.” Justly described, the aim of the marketing personnel is persuasion and to make the deal happen, a sales person needs to crack into the psychology of the customer and try modulating his desire for the purchase of the good. When it comes to sales, the company relies whole heartedly on the marketing division as it helps to advertise, promote, distribute and create the image of a company in public. Some of the most successful brands on the planet have achieved their success by stating and sticking by their company ethos which refers to the way in which a company and its employees behave. This is an important aspect of an organization since it not only maintains high standards in the sector; it also brings about order and understanding between individuals and departments. Most companies have rules set up that must be adhered to by all their employees such as punctuality, discipline and determination to achieve the overall vision and mission of any company. Brands can become famous for their ethical marketing practices.

To become an excellent marketer, firstly, a sales personnel needs to think big and talk big. His task is not to restrict himself in terms of sales, but also in terms of building a business relationship. When the seller tries to project the good/ service as a concept and not a simple product for a sale, he will get people's attention more easily. Customers will be more interested in the product now, as it is not a simple consumable good that is being offered to them but

something that concept wise has appealed to their five senses and emotions. The marketing person, at the same time, should focus on building the businesses by one-customer-at-a-time mode and then always leverage the last customer into more customers. It is always important to maintain steady public relations with the customer and make sure that after sales one should never forget about the previous clients. Every sale should always open the door to new relationships and clients.

To achieve one's target, built on relationship and client base, a marketing person should follow certain soft skills and etiquettes.

- 1. Knowing the product/service:** The most important tenet for success for a sales person is to know the product or service from its every nook. The more he knows about the thing he is selling, the more he can advertise or explain to its potential buyers. It is important to discuss about the product with the people of the company who are well-educated and informed about it. Studying the product before taking it to market is important as this will help the salesman to first step into the shoe of the customer and asking questions about it and thus, answer those questions before they are asked.
- 2. Choose the ideal location:** It is best to be marketing products in a central place with lots of foot fall. This can be customized according to the target group selected.
- 3. Proper arrangement:** A marketer always needs to be organized and prepared for the show. If it is kiosk marketing, he is to be prepared with advertisements, banners, product display, special offers, leaflets etc. If it is a door to door sale then product information and demonstration matters should be at hand. If it is e-commerce, highlight all detailed information so that the company looks prepared, well researched and clean.

4. **Listening Skills:** The marketing person must listen more than they speak; getting an understanding of the customer's needs and then finding a solution. Great sales people always ask their clients why they want something done. By listening more than talking, marketing personnel can better accommodate what clients are looking for.
5. **Artful Communication:** Simon Mainwaring, the award winning branding consultant believes, "For a truly effective social campaign, a brand needs to embrace the first principles of marketing, which involves brand definition and consistent storytelling." This is what a marketing person should indeed follow to achieve success. A sales person should go a step further to make the deal happen. He must know to speak the right word in the right place and deliver more than he has promised. He must always promise deliver," but Cardone advises that a salesperson should "over commit and over-deliver", to obtain customer's delight.<sup>3</sup> Clear, good communication skills with courteous behaviour, concise, credible data definitely woo quality customers. Practicing a very brief speech summarizing the organization and the product, is a great idea. Having a consistent eye contact and confident intonation give an added leverage. This will make you come across as confident in your product and organization. Skilled marketing personnel never give up on unsold clients, knowing that someday those clients will be potent consumers of the product. A failed attempt can always turn into an opportunity in the future. It is best if a salesman be approachable, clean, well groomed and friendly.
6. **Invest Time:** Time matters a lot in marketing. One has to invest time in dealing clients. Careful judgment can warn a marketing person to segregate between a positive client and a negative one. One must deal a customer for long hours only if the effect is positive and avoid spending time on people that have no return. Great producers know how to spend

time on activity that rings the register. A good marketing person always seeks new, better and faster ways to increase his sales efforts. Great sales people consistently work on improving themselves and look for faster ways to close transactions. Squeeze hours out of minutes and weeks out of days. Great sales people are like magicians with time. They don't manage time, they create it and they make it work. Also, it is needed that a salesperson delivers the promises in time and co-ordinate with the customers regularly to retain them for a multiple purchases.

7. **Be optimistic:** Great salespersons always seem to have a “can do” attitude. They don't recognize the words “can't” or “impossible.” Whenever they are challenged, they always figure out a way to get the job done, especially if it involves one of their customers. Problems are opportunities for the sales persons. When a problem comes along, they need to see it as an opportunity. Great salespeople are always focused on solving problems, not just in making a sale. The key to making more sales is solving more problems for their prospects and customers. Whatever may be the case, it is necessary that the salesperson avoids blaming others. It is completely a customer's decision whether or not to buy something, so there is no point treating it as a failure on one's own part if they choose not to. It is better to think of oneself as a counsellor in a transaction. Make the suggestions as helpful as possible and move on when the deal is done.
8. **Put the customer first.** Convincing someone that they need something requires the balance of sincerity with the desire to make the sale by being assertive, firm, and honest. If they don't trust, they're less willing to make an intelligent buying decision, so the ultimate motive of a salesperson is to make the customers believe them. Again, finding out what the customer really want and why they want it, help in creating better

understanding between both parties. People buy "things" as a means to an end. Understanding the customer's desires, empathizing with them and adopting them will make one a great salesman.

9. **Maintain standard:** The marketing person should hold themselves to performance standards that are higher than even their management teams do. No manager can know one's actual potential until proven. Innovate and experiment. This will become the key to success. Holding oneself accountable is the best way for possessing leadership, motivation and purpose.
10. **Go an extra step:** To attain successful dealing and building the reputation of the company, salespersons play an important role even if he is dealing one-to-one. A salesperson should be adaptive to walk an extra step at every situation to make the people around feel about his goodness. For example, it is good to set up the kiosk station and wait for customers. If operating with two people, one should watch the station and have the other person occasionally go through the supermarket and advertise quietly to individual people. Allow the customer to lead interactions, and ask questions to determine their desires. If a customer says he wants a suit, ask "What's the occasion?" What material does he prefer? What is his preferred price range? If a customer expresses interest in a particular item, ask what it is they like about it. Allow them to choose the product that they feel good about, getting to know the customer and their taste, and uncovering their real motivation for buying built relationship and insight.
11. **Follow up.** For becoming a great salesman, follow the customer. Write down the names and contact info of the customers, and follow up with a brief call or note to make sure they are thoroughly happy with their purchase or not. This will make your customers return to



your company in the future. This is again a very good way to get referrals from the customers, and promotions from your employer.

**12. Stick to the Rule Book:** It is recommended that a salesperson should stop to check his inventory in every 30 - 40 minutes to keep track of about how much they have sold. If necessary, it is good to record every sale for later use. If something is out of order or exhausted, immediately report the supplier for replacement. Always count the money at the end, double check the amount. Write down the amount of money and the amount of products sold. Then store the money some place safe.

As performance is the key to success, so a student or a service person in the marketing industry must follow certain tenets in servicing hospitality so that he not only satisfies his guest but also his organization. The students who graduate from a marketing management college must keep in mind that besides having the skills of treating a customer, he must have the necessary soft skills to impress him. Marketing etiquettes which consist of the soft skills are very much necessary for a hospitality professional as it provides him an extra edge in work and brings fast growth. To recap, the skills that are primarily needed are smile while serving, maintain politeness & courtesy, honesty, confidence, be well-groomed, have cleanliness, time management, good inter-personal skills, team spirit, problem solving attitude, effective communication skills, positive attitude, customer-friendly attitude, be co-operative, street ready, organized, be ethical, ability to work for long hours/all shifts, be a connoisseur, add humour, be at place and rise up to the situation, be a good guide for the product purchase, have passion & dedication for work, have active emotional intelligence, knowledge of the product, give a personal touch/care, ready to accept challenges, be punctual and be target-oriented.

It may be difficult for a person to in build all these skills but only these skills can make him magnificent. One has to remember that “customer is king” and it is the duty of the marketing people to delight him. There is a famous quote which says: “Marketing is making your customers feel at home, even though you wish they were”.

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Currently working as an Assistant Professor in Apeejay Stya University, Gurgaon, Dr. Koyel Chakrabarty has completed her Ph.D from Guru Gobind Singh Indraprastha University, Delhi. Her areas of academic interest are New Literatures, Human Rights and Communication Skills.

She is presently in charge of the Language Laboratory in the Language Department in her organization. A scholar with a vowed love for literature and research, Dr. Chakrabarty has regularly contributed several research papers in International and National Journals, books and represented herself at various International and National Conferences. She holds a PG Diploma in Mass Communication together with a Master degree in English Literature and has a good exposure in the field of Public Relations. Besides being a lover of art and nature, she is a creative writer writing poems and novels, which have been published in several magazines and literary circles. She has been working actively with several international and national journals as editors and reviewers.