

MODERN SELLING TECHNIQUES

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ABSTRACT

Business has been the root for lively hood making since ancient ages, may it be BARTER system, or the advent of money in all forms, Buying and Selling have been 2 integral parts of the human life and since ages the sellers have been trying to woo the buyers and the buyers have been trying to understand the selling strategies and save themselves from over buying.

The sellers around the world have been using various strategies to sell or market their products, using advertising and sales promotion techniques, and the producers have tried to bring in new characteristics in their products.

This change in characteristic of a product helps to enhance the sales of a product and to beat the completion; every seller has created a Unique Property in every Product. e.g. – fruit and nuts from Cadbury chocolates have a special ingredient in it which is fruit essence and crushed nuts mixed with the chocolate. Thus it becomes the unique property of the chocolate, which is popularly known as the Unique Selling Proposition.

The growing competition in the business scenario, and cut throat marketing, in the modern Market, has been generating opportunities for the producers who in turn start using emotions as their tool of winning a sale, it has become important for the producers of goods and services to tap all such markets where potential is available. The change in the marketing practices and strategies has transformed the marketing environment to a great extent. To meet the challenge of creation and retention of customers and entry to rural market with good product packages has become need of an hour. On the other hand increased purchasing power of customers has attracted the attention of marketers and to woo them towards themselves they have started using the tool of emotional

advertisements as a winning strategy for themselves, thus evolves the emotional selling concept for the aid of the marketers.

Key words: - Marketing And Sales, Marketer, Sales Technique And Strategy, The Sales Process, Integrating Marketing And Sales, Cold Lead Strategy, Warm Lead Strategy, Emotions, Consumer Psychology And Philosophy, Ego, ESP (Emotional Selling Proposition), USP (Unique Selling Proposition)

Literature review:-

With the changing time, the competition has increased in almost every sector of the changing market and the war between competitors is now not limited to the UNIQUE SELLING PROPOSITION but have gone far more towards exploiting the Emotional Side of the consumers.

With this theory, in late 1960's a new Proposition came up and has been termed as the Emotional Selling Proposition.

There is a school of thought that typically treats affect as more influential on important decisions and considers it at higher level than reason as per Trope and Liberman,(2003)

As per health, Brandt and Nairn, (2006) In this school of thought, a relationship between a brand and consumer established on an affective connection, often is treated as a string relationship and the basis of long term consumer loyalty

Emotional selling proposition:-Here in the followers of this school of thought believe that the consumer develops an emotional bond with the product, and that helps in the brand building or makes the consumer committed towards the brand.

Discussion:-

Before we discuss the selling techniques let us try and understand the difference between **marketing and sales.**

So the difference between marketing and Sales is..

I believe we should take out time from our busy schedules and think about this question for some time, as a Marketer, - will we have leads or prospects to follow up with, without

marketing, the answer simply is NO and if it is yes the percentage of such Prospects will be lesser in number.

The second question we need to think upon is - without a Good Sales Technique and strategy what will our closing rate be? The answers Is quite simple, the closing rate will certainly be depressing.

Thus it is said that Marketing and sales should work hand in hand simultaneously, but in most companies they are departments that don't even speak to each other.

Basically Marketing is everything that we do to reach and persuade prospects and sales process is everything that we do to close the sale and get a signed agreement or contract.

And for a successful business, both are necessary. We cannot skip either of the process, and if we combine both efforts strategically we will have a successful business growth on the charts, but if the efforts are unbalanced or there is a lack of communication among departments, it can land the entire organisation in to Hot waters.

Thus our marketing should consist of strategies that are measureable and can be in our reach and work to persuade our prospects that we are the company for them.

The Marketing Strategy will be a message that will prepare the prospect for the sale. It could consist of Advertising (both feature based and emotional), public relations, social media, relationship marketing, brand marketing, viral marketing, and direct mail.

The sales process consists of interpersonal interaction, often done by a one -to-one meeting, cold calls, and networking. It's anything that engages us with the prospect or customer on a personal level rather than at a distance. Most the time the prospect or potential customer has been driven to us via marketing efforts.

In my opinion, our marketing efforts begin the process of the eight contacts or touch points that studies show it takes to move a prospect to the state of closing the sale. If marketing is done effectively we can begin to move that prospect from the status of a cold lead to a warm

lead. When the prospect hits the "warm" level it's much easier for the sales professional or sales department to close the sale.

Integrating Marketing and Sales

We initially need to divide our prospect lists and database into categories of cold, warm, and hot leads. Then sit down and identify a strategy on how to proceed with each individual group. For example we can try the following methods of contact:

Cold Lead Strategy – Sending direct mail or offer a special promotion

Warm Lead Strategy - follow-up call, sending a sales letter, or schedule a special seminar or training session to get all warm leads together.

Once the movement of prospect from cold to the "warm" level is done, it is time to proceed in closing the sale. This will be easier to do if we somehow engage the prospect. we can do this by conducting a one-to-one call, giving presentation, presenting proposals, estimates, or contracts.

While in the process of closing the sale, sales force uses its best to make sure that they tell everything about the features and technology of the product, its use etc, the recent trend has been to use **ESP** (Emotional selling Proposition) in order to connect to the consumer and to sell the product at pace.

The Changing Trend is that Both Marketing and Sales Go Hand in Hand, and an alternative that often proves successful is to partner with someone that possess the talents that we feel we lack in.

If we are stronger in marketing, we need to find someone who understands and gets the sales process.

If we are better at sales we need to find someone who can help us strengthen the message, and create marketing product that is sellable and give us tactics and ideas. If we don't work in a company that has both departments and are working solo we can do this by creating a

partnership, subcontracting, or hiring in that talent.

Thus what we need to remember always is that **Balance is the key to success in sales and marketing**

What are Emotions?

In our day to day life we come across many actions that we do knowingly or un knowingly, we express many actions which are guided by our brain under various given situations, what we feel is that we are doing these works due to our logic of the brain and most of us feel that our brain is logical and the decisions which we say are emotional are from the heart, and to a normal human being, emotions are of 4 types i.e.-happy, sad, love and hate.(philosophical and poetic aspect)

When it comes to science, heart is just a pumping organ which pumps blood to various parts of our body, and the brain is the central point of all the thought process may it be logical, analytical or emotional.

We can say that emotions are the positive or negative experience that is associated with a particular pattern of physiological activity

In psychology and philosophy, **emotion** is an experience which is subjective and conscious, characterized primarily by psycho-physiological expressions, Biological reactions and mental state of a person.

Often associated and considered reciprocally influential, with temperament, personality, disposition and motivation, Emotions are also influenced by the hormones and neurotransmitters such as dopamine, noradrenalin, serotonin, oxytocin, cortisol and GABA.

The emotions are often the force behind any kind of motivation, either positive or negative. The physiology of emotion is closely linked to arousal of the nervous system with various states and strengths of arousal relating, apparently, to particular emotions. Emotions are a complex state of feeling that results in physical and psychological changes that influence our behaviour. Those acting primarily on emotion may seem as if they are not thinking, but cognition is an important aspect of emotion, particularly the interpretation of events. For

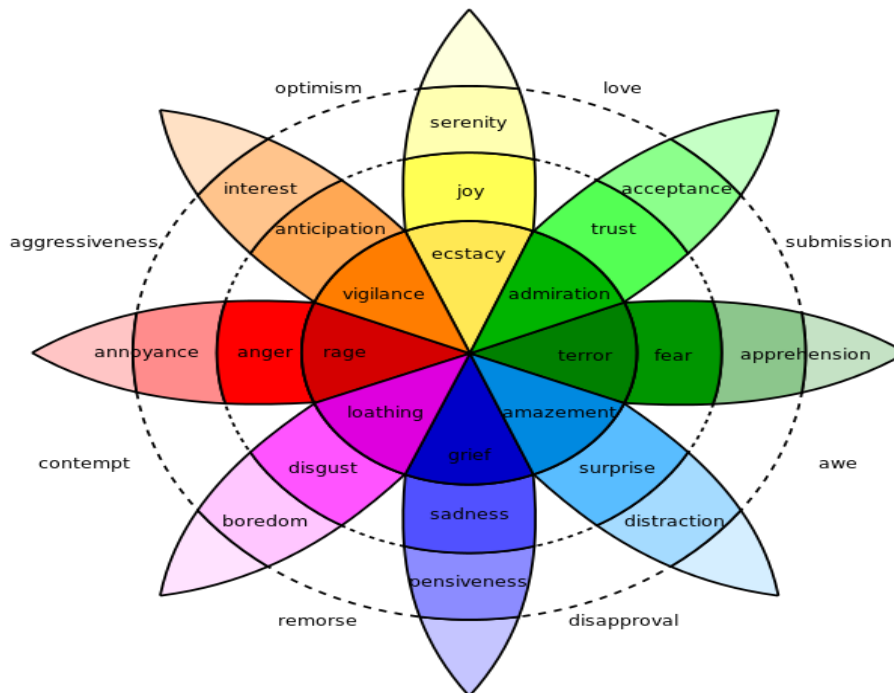
example, the experience of fear usually occurs in response to a threat. The cognition of danger and subsequent arousal of the nervous system (e.g. rapid heartbeat and breathing, sweating, muscle tension) is an integral component to the subsequent interpretation and labelling of that arousal as an emotional state. Emotion is also linked to behavioural tendency. Extroverted people are more likely to be social and express their emotions, while introverted people are more likely to be more socially withdrawn and conceal their emotions.

Research on emotion has increased significantly over the past two decades with many fields contributing including psychology, neuroscience, endocrinology, medicine, history, sociology, and even computer science. The numerous theories that attempt to explain the origin, neurobiology, experience, and function of emotions have only fostered more intense research on this topic. Current areas of research in the concept of emotion include the development of materials that stimulate and elicit emotion. In addition PET scans and fMRI scans help study the affective processes in the brain.

As per the Robert Plutchik's Wheel of Emotions following are the emotions that an average Human Being displays under various conditions in his day to day life.

Affection , Anger, Angst, Anguish, Annoyance, Anxiety, Apathy, Arousal, Awe, Boredom, Confidence, Contempt, Contentment, Courage, Curiosity, Depression, Desire, Despair, Disappointment, Disgust, Distrust, Dread, Ecstasy, Embarrassment, Envy, Euphoria, Excitement, Fear, Frustration, Gratitude, Grief, Guilt, Happiness, Hatred, Hope, Horror, Hostility, Hurt, Hysteria, Indifference, Interest, Jealousy, Joy, Loathing, Loneliness, Love, Lust, Outrage, Panic, Passion, Pity, Pleasure, Pride, Rage, Regret, Relief , Remorse, Sadness, Satisfaction, Self-confidence, Shame, Shock, Shyness, Sorrow, Suffering, Surprise, Terror, Trust, Wonder, Worry, Zeal, Zest.

Robert Plutchik's Wheel of Emotions



EMOTIONAL SELLING PROPOSITIONS:-

Since the very advent of Mankind, Man had used the gestures as a language to communicate with each other, and also to make each other understand their needs, these gestures which appeared on the face of the human were due to certain emotions.

With the knowledge gained by the cave man of carving pottery and creating tools for himself, he was also exposed to many new kinds of emotions, such as - happiness, sorrow, grief , pain, love, hate.

were no longer the only emotions known to him, while kinesics of the primitive human became the language for them to communicate, with the changing time emotions by and large became an inspiring source of livelihood for people, where artists used their emotions to write poetry, paint pictures, sing and dance, to nomads and the craftsmen used emotions as a tool for selling their crafted goods.

Today with the growth of technology emotions have also changed and before delving deep

into the topic, let us get a basic idea about emotions, humans show thousands of emotions, way more than other creatures, and emotions are the pinnacle of mental advancement.

Higher the mind growth, stronger the emotions & more we submit to them, and today we are using emotions for selling our products...strange but true.. if we don't even have a good product to offer we can still be the king of the market by strategically positioning the product by emotional advertising and making it click to the minds of the target consumers.

Through emotional manipulation one can be persuaded to do almost anything and that's why it hurts when someone toys with our emotions.

Through emotional manipulation one can be persuaded to do almost anything, specifically, manipulating the customers' emotions to persuade them to buy your products / services is Emotional Selling. Methods to implement it are called Emotional Selling Propositions or ESPs.

It may be the seller imparting a nice impression onto the customer, or it may be complete brainwashing of the customer. Either way, sole motive is commercial gain.

Let us start from beginner's level. Through a series of carefully planned activities, we try imprinting a warm & supportive image in customers' mind. Everyone wants assurance & comfort. We utilize this tendency of the brain. Thanks and how-are-you here and there have great effect before the actual business offer.

Next emotion used very often is jest. Humans are by nature fun-loving. Almost all successful sales executives have a charming personality. A couple of jokes here-&-there before your business offers should do the trick. Combining jokes with many other positive emotions is the best method used very often.

Finally we approach the most advanced stage of ESP - complete brainwashing of the customer. There are opinions regarding ethicality of their stuff, but then business is a war and everything is fair in it.

This technique needs a lot of practice & training & tact. First you build up some trust. Start by pointing out loopholes & genuine problems the customer has. Make them feel insecure. Talk about financial worries, daily life struggles & all, Keep it general, not personal.

When your subject is desperate enough, when you know you are inside his head, turn him into a customer.

Example - "You have this problem, son? It's a very dangerous problem. You need to eliminate it soon. You need this. It's made for you. You can buy it. You should buy it. You should've bought it by now. You ARE buying it. Yeah, wise decision you bought it." This is how you gain an upper hand on the customer's psych.

These were a few ways via which we can sell. All sales executives during their internship undergo rigorous ESP practice.

Conclusion:

The Average Human is guided by the market scenario, but on the same time he/she is lured by different marketing strategies offers and incentives given to him by various organisations who want to have an increase in number of sales of their products.

As individuals, we purchase for our needs satisfying both immediate needs and needs which we foresee to come in the near future.

Most of the times Emotions are the guiding force behind our purchase, and this has led to the emergence of so called Emotional Marketing, which is the marketing that builds ego of the consumer, It makes the consumer feel smarter, bolder, and more sophisticated, or any other key emotion that is the foundation of one's self-esteem.

However there is a very thin line difference between EGO and self esteem that most of the times we become victim of EGO thinking it to be our self esteem, since it makes the consumer feel better about him, the brand transcends mere product status and is magically transformed into a friend. This gives the brand a heart and soul that builds life-long attachment. These are brands that share your values and priorities. they "get the consumer," and the consumer gets them.

As a consumer, we name the brand name to show others that we're cool, people are so passionate about these brands that they wear the logos on their chest, tattoo them on their body, and herald them in their social networking profile.

For example-

“My name is Anupam Phoenix Srivastav”,

“I hate the fruits from Wall mart and believe in Reliance.”

BMW isn't just a motorcycle, it's a lifestyle,

There is a large group of people who refuse to eat at fast food restaurants that serve Pepsi instead of Coke.

Here we as buyers simply provide our ego to be exploited by the marketers and unconsciously become a worker for them, thus becoming brand promoters for the said brand, doing mouth publicity for them, which is almost equivalent to being a non paid marketing employee of the organisation.

Simply speaking when a seller has to exploit the emotional side of a consumer to enhance the sales, he uses the strategy called emotional selling proposition.

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