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B. Com Sem III
(Sales And Distribution Management)

• Functions / Nature of Personal Selling :-

- ① Making Sales - It is an important task of personal selling. In this, products are sold to new and old customers.
- ② Keeping Sales Records - The person who is doing personal selling also prepares or maintains sales-related records i.e., records are kept of how much sales are made, when and to whom, how many meetings were held, and what were their results.
- ③ Service to customers - Customers are familiarized with the product, the correct method of using the product is explained through functional demonstration, information is given on how to prevent the product from getting damaged, customer complaints are resolved etc.
- ④ Developing Goodwill of the firm - Performing tasks that increase one's own and the organization's reputation, such as making every effort for customer satisfaction, assisting retail salespeople in displaying goods, continuously serving retail salespeople and customers.