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B. Com Sem - III
(Sales And Distribution Management)

* Types of Personal Selling :-

There can be mainly three types of personal selling -

- ① Order Takers - These salespeople respond to customer requests and process orders, often at the retail or wholesale level. The customer is usually already interested in buying, and the salesperson's role is to guide them to the right product and complete the transaction.
- ② Order Getters - These are the active sales professionals who work to generate new business. They often involve relationship building, presenting products, overcoming objections, and closing sales in both business-to-business (B2B) and business-to-consumer (B2C) contexts.
- ③ Sales Support (Order Creators) - This category includes roles like missionary salespeople who promote a product or brand rather than directly closing a sale. They might provide information, conduct demonstrations, or persuade businesses to recommend their products to their own customers.