

Date
06/11/2025

①

B. Com Sem III
(Sales & Distribution Management)

* Selling process or Method :-

In this modern competitive era, products do not sell themselves so salesperson has to take major steps to sell the product. These steps are known as selling process. In fact, the selling process is such a scientific method of performing sales work under which maximum sales of products are made in minimum time and cost while providing maximum satisfaction to customers.

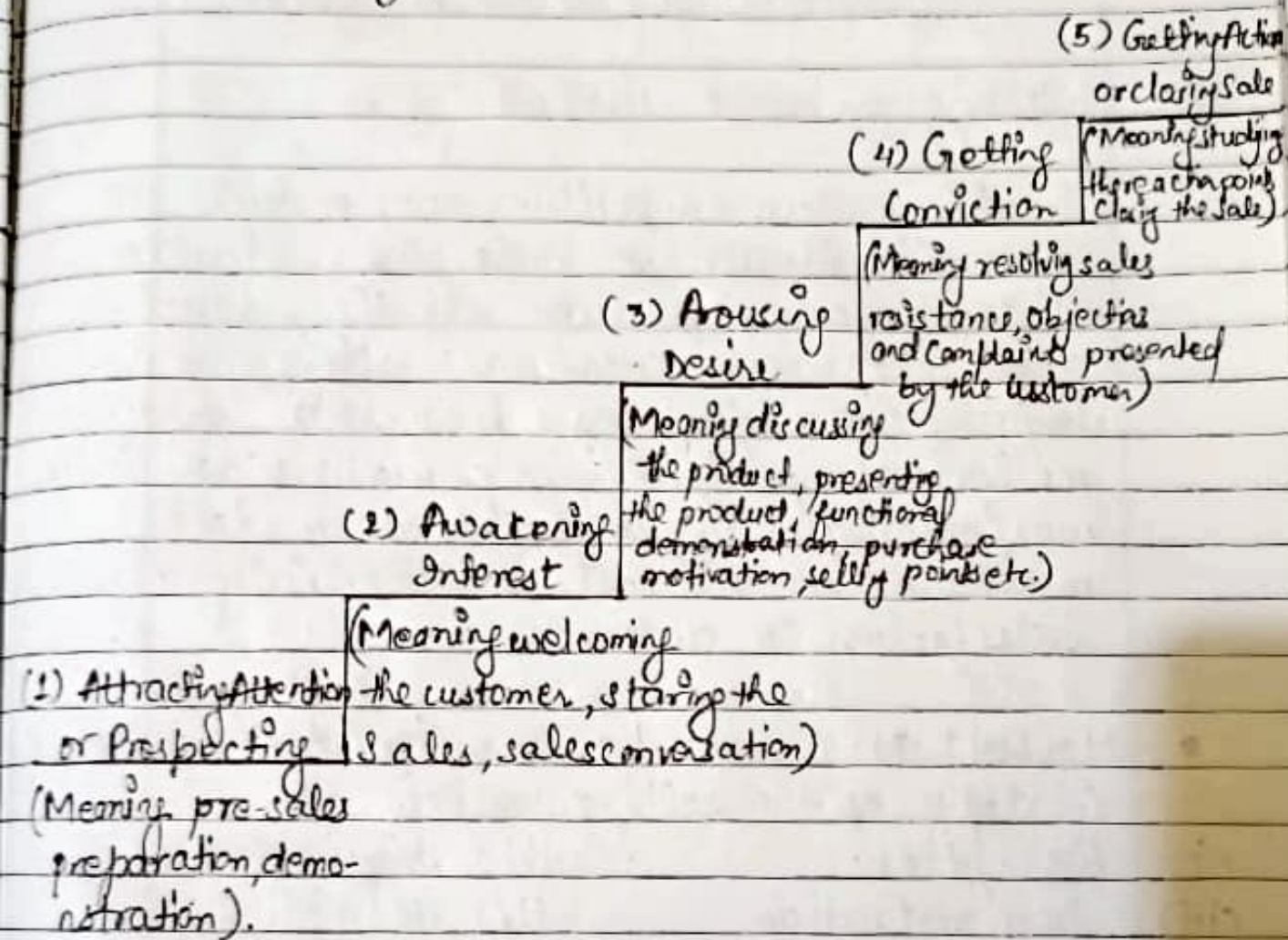
- Herbert N. Casson has mentioned the following 6 steps of the selling process -

- | | |
|---------------------------|-------------------|
| (i) Reception | (ii) Inquiry |
| (iii) Demonstration | (iv) Selection |
| (v) Promotion or Addition | (vi) Commendation |

- Edwin Charles Grief has mentioned the following five stages of the selling process -

- | | |
|-----------------------|------------------------|
| (i) Attention | (ii) Creating Interest |
| (iii) Creating Desire | (iv) Conviction |
| (v) Close | |

Selling process EDWIN CHARLES GRIFF



• Kirkpatrick mentioned the following 6 steps of the selling process -

- (i) Planning the sales story
- (ii) opening the interview
- (iii) Telling the sales story
- (iv) Demonstrating
- (v) Handling objections
- (vi) closing the sale