

Date
08/11/2015

B. Com Sem-III (Sales and Distribution Mgt)

* Limitations of Personal Selling -

① High cost -

High costs are associated with salesperson salaries, commissions, travel, training and supporting materials.

② Limited reach -

Compared to mass-marketing method, personal selling can only reach a limited number of customers, making it inefficient for mass-market products.

③ Inconsistency -

Different salesperson may present the company's message in varying ways, which can lead to a lack of consistency in brand messaging.

④ Difficulty finding quality salespeople -

It can be challenging to recruit, train, and retain high quality and experienced salespeople.

⑤ Administrative challenges -

Managing a salespeople involves numerous administrative challenges i.e, manpower planning, motivation and control.