The misplaced controversy about internal consumption: Not just a direct selling phenomenon

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Agenda

- What is Selling?
- Who Sells?
- Marketing Vs. Selling
- Difference between Marketing and Selling concepts
- Why people buy?
- How are products sold?
- Direct selling
- Approach to Direct Selling
- Advantages of direct selling
- Indirect Selling
- Approach to Indirect Selling
- Types of Indirect Selling
- Direct sales Vs. traditional Marketing
- Case Study
- Q & A

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What is Selling?

Selling is responding to consumer needs and wants through planned, personalized communication in order to influence purchase decisions and ensure satisfaction.
Who Sells?

EVERYBODY SELLS!

Example: if you want to get a date, ask for a pay increase, return merchandise, urge your professor to increase your grade, or apply for a new job, you are selling.

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Marketing Vs. Selling

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Marketing Concept

Holds that achieving organizational goals depends upon knowing the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than do competitors.

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Selling Concept

Inside-out perspective: Assumes people need to be sold on whatever it is the firm has decided to offer.

1st: Decide what to produce
2nd: Figure out how to get people to buy what you have.

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### Difference between Marketing and Selling concepts

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