

Personnel selling

Introduction

In this section of my coursework I am going to explain what is the purpose of a sales personnel in the business organization John Lewis of my choice, identify a list of the skills I consider necessary for a sales personnel to have during personal selling and finally I am going to be explaining what knowledge I would suggest that a person in sales personnel need in order to carry out their duties effectively.

A sales personnel is a person who works in the business organization John Lewis by helping customers get what they want for example in John Lewis, when a school student wants to buy their school uniform then a sales personnel would be of their assistance. In a business like John Lewis it is very important for them to have sales personnel. It is very important for John Lewis to have a sales personnel because the sales personnel helps the business increase its sales, provides information and services to customers, develop customer care and gather feed back.

Sales personnel for the business organization in John Lewis would require a lot of skills, these skills include good communicational skills, motivated to sell skills, the ability to close sales skills, promote good selling techniques, keeping up to date, good sales habits, good persuasive skills and the ability to cope with serving more than one customer. These skills are very important for the business and the sales personnel as these skills will attract and bring more customers to the business organization.

In John Lewis sales personnel would have to have a lot of knowledge. The knowledge required for a person working in sales personnel is the sound product knowledge, knowledge on all the products the business organization are selling, knowledge of the building for example, where the clothes are or where the men section is, knowledge of the price of the products, knowledge of the quality of the product and knowledge of the condition of the product.

This is very important for the sales personnel to know because if a customer asks about a certain product then the person working in sales personnel would know exactly what to say and would know exactly what he or she is talking about. To be able to use their own initiative on certain occasions, this is relevant because if a customer tells the sales personnel that they will not buy any products unless it is delivered to them and the business do not deliver products then the sales personnel would have to use their own initiative and tell the customer that they would try their best to deliver the product to them.

Increasing business sales

Increasing business sales involves activities such as looking at customers and then visiting them, deals with the customers that have visited the business, try to convince the customers to bur or purchase the product or service. In order to do this the sales teams will be given targets to increase their sales revenue.

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Helping the business to remain competitive

To help the business to remain competitive with other similar businesses the sales personnel would have to have very good communication, presentational and interpersonal skills. The sales personnel must also be very happy at all times and must show the customers that he or she is very happy to serve them or be of their assistance. This will be very significant for the business and the sales personnel because if the customers see a sales personnel who is not happy to serve them or see if the sales personnel hasn't got any communication skills, then the customers would much rather go to their competitors were they will be happy to serve the customer and will have very good communication skills.

Conclusion

In this section of my coursework I have explained what is the purpose of a sales personnel in the business organization John Lewis of my choice, I have identified a list of the skills I consider would be necessary for a sales personnel to have during personal selling and finally I have explained what knowledge I would suggest that a person in sales personnel need in order to carry out their duties effectively.