

**A STUDY ON HOW TO CREATE AWARENESS AND SELLING PROCEDURES OF A
NEW PRODUCT IN THE MARKET**

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ABSTRACT

Companies first of all try to create awareness about their products and services in the minds of the customers. Advertisement plays a great role in convincing customers towards a particular company's products and services. Media of advertising should be selected very carefully so that there is wide coverage of target customers. A perfect salesman is capable of market extension, raising product demand, competitor analysis, market analysis and price analysis of the products and services. Sales strategy is different from product to product, area to area and also industry to industry. Budget of a company should concern and decide certain amount for advertisement, incentives of salesman and commission for suppliers.

The present paper dictates about the significance of salesman, advertisement and also distributor for raising sales volume of the companies.

Key words: Sales strategy, salesman, distributor and selling capacity.

INTRODUCTION

Companies made heavy expenditure in the marketing of their products and services. Marketing comprises of all the efforts of companies in order to sell products and services in the market. Salesman and advertising as main components of marketing will be discussed in the present paper. Marketing is the means through which companies come to aware about likes and dislikes of customers and manufacture products and deliver services as per their needs. The basic target of marketing of any company is retaining the satisfied customers and gaining new customers.

IMPORTANCE OF MARKETING

Salesman and advertising among the components of marketing which helps in the growth of companies.

MEDIA OF ADVERTISING

Media of advertising may include of

- 1) Newspaper
- 2) Radio
- 3) Internet
- 4) Television
- 5) Magazine

To sell products companies can advertise their products and services in radio, newspaper and television. Features of products and services facilities are shown in the advertisement.

FUNCTIONS OF SALESMAN

Salesman's functions vary from product to product and industry to industry. In case of telecom industry, salesman visits the market and deal with customers. Salesman talked about price, features and competitors of the product to be launched. We can take example of switch in electrical equipment, salesman's duty are to detail about;

1. The unique features of the particular switch.
2. He should explain why the customers should purchase this particular switch instead of the previous one?
3. USP of the company, different from competitors
4. PVC of the product
5. Guarantee and warrantee of the product

Salesman share partial information about the products, services and companies so that customers intentionally come to the companies for detailed information. They attempt to create curiosity in the minds of the customers.

Salesman is taking care of: Product awareness

Market extension

Raising demand of the product and service

Analysis of the competitors

Market analysis

Price analysis

ADVERTISING

When billboard is to be fixed, advertising team will visit the highway where the company plans to fix the billboard. They will check the visibility of the billboard from every direction. Whatever written in the billboard should be true so that any customer can cross check at any time. In case of Telecom Company, they must confirm the statement of the billboard. If they mention 4G internet in the billboard, then there will be surety for 4G internet. Customers can even complain if they don't find 4G internet. There is different sales strategy from territory to territory. Budget of the company has predetermined amount to be spent for advertisement.

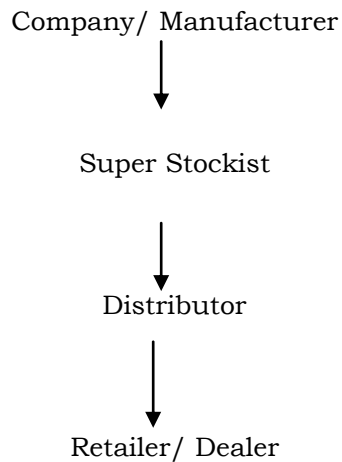
Advertisement

Budget: Incentives for salesman

Commission for suppliers

DISTRIBUTOR

Distributor has made direct contact with the company. Salesman is appointed by the distributor. Margin of the distributor and retailer is provided by the company. Company can charge less price if there is no distributor, no retailer and no super stockist.



CONCLUSION

Success of a company relies on its selling capacity. In order to raise sales volume, the enterprise has to spend on marketing. Expenditure to be made on advertisement under the head Marketing. Roles of salesman are also very significant in the sales volume. Media of advertisement should be selected on the basis of profession, income, knowledge level of the target customers.

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