

Selling Strategies

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<https://youtu.be/SG3x3t2ATSs>

Hard Selling Vs Soft Selling

- **Soft seller:** selling a product or service by using subtle persuasion.
- **Hard seller:** selling a product or service using a more direct, forceful, and overt approach.

- *Is one approach better than the other?*
- **Hard selling** gets straight to the point both seller and user understand this and expect it. Hard selling is for customers that are ready to buy and don't need to look around or comparison shop. The problem is when the seller is aggressive and the buyer is not, it comes across as offensive and most often the seller does not close the sell. Understanding your customer will give you clues as to when to apply this approach.

- **Soft selling** is based more on relationship building. Salespeople find passive methods to show potential customers what they have to offer. This is a non-direct approach and has value as long as you are not perceived to be “too soft.” The benefit is in the process you create loyal brand champions.
- **The answer:** It’s depends on the situation. You got to be flexible and assess each customer. It’s the reason why you ask questions and listen attentively. After gathering the information you can then make an informed decision on which approach will work best for the customer.

- ***2. Does industry play a factor in soft or hard selling?***

Certain industries are more prone to hard selling, direct sales, telemarketing, rental car insurance, car & insurance sales, 100 percent commission based work and retail stores. Soft selling takes time, so industries with longer selling cycles will use this method for example, consultants, manufacturing, marketing, construction, and architect firms.

- ***3. Does one have a higher closing rate over the other?***

New Century Media released a study and the results were through soft selling, 30 percent more customers were willing to buy the product, while 97% were more likely to tell their friends and 95 percent were more likely to be repeat customers.

- ***In my opinion selling boils down to a couple of factors:***
- Are you solving a problem or meeting a need?
- Are you authentic with your customers?
- Are you building lasting relationships?
- Can your brand and products be trusted?
- ***One final thought...***
- Hard selling or soft selling one thing is for certain, “If **YOU** wouldn’t buy it, **YOU** shouldn’t sell it!”

Hard Sell and Soft Sell

Choose Hard Sell When

- Product is temporary, limited/one-time use
- Seller is temporary (door-to-door, tele-marketer, con)
- Buyer is temporary (tourist, newcomer, inexperienced)
- Sense of crisis
- Supply exceeds demand (surplus)

Choose Soft Sell When

- Product has repeated use
- Seller is permanent
- Buyer is stable/familiar
- No crisis or urgency
- Established corporation, name-brand
- Demand exceeds supply (shortage)
- Conditioning propaganda (image/opinion building)

Selling to One/Few

Hard Sell

- Talk
- Tell
- Sell
- Pitch
- Leave



Soft Sell

- Listen
- Ask
- Solve
- Probe
- Close

Hard Sell Versus Soft Sell Strategy

Hard Sell

- Concern for self
- Canned presentation
- Talking
- Pushing product

- Presentation features
- Advocating without acknowledging

Soft Sell

- Concern for customer
- Questions for discussion
- Listening
- Providing buying opportunities
- Presenting benefits
- Acknowledging needs

Figure – Hard Sell Versus Soft Sell Strategies

Client Centric Approach

- It's a selling strategy that abandons pushy sales tactics in favour of establishing a more meaningful relationship with your customers.
- Instead of telling customers what you want them to buy, CCS instead focuses on asking customers what they need. Since people love talking about themselves more than anything else, they're far more receptive to this tactic, resulting in increased sales and reputation for your business.
- While this strategy seems pretty simple, it can actually be a lot harder than you think.

- 1. Find out what your customer needs**
- 2. Play the role of consultant**
- 3. Learn to speak their language**
- 4. Put their fears to rest**
- 5. Honesty really is the best policy**

Product Centric

Offer the best product

Come up with new features
to integrate

Measure success by
product
revenue/profitability

Customer Centric

Offer the best solution

Come up with new needs
to fulfill

Measure success by
customer lifetime
value/retention

Product Price Strategy

- **Expensive pricing**
 1. **Packaging and design**
 2. **Format**
 3. **Uniqueness**
 4. **Availability**
- **Cheap Pricing**
- **Niche pricing**

- *Premium pricing*: high price is used as a defining criterion. Such pricing strategies work in segments and industries where a strong competitive advantage exists for the company. Example: Porche in cars and Gillette in blades.

Penetration pricing: price is set artificially low to gain market share quickly. This is done when a new product is being launched. It is understood that prices will be raised once the promotion period is over and market share objectives are achieved. Example: Mobile phone rates in India; housing loans etc.

- *Economy pricing*: no-frills price. Margins are wafer thin; overheads like marketing and advertising costs are very low. Targets the mass market and high market share. Example: Friendly wash detergents; Nirma; local tea producers.

Skimming strategy: high price is charged for a product till such time as competitors allow after which prices can be dropped. The idea is to recover maximum money before the product or segment attracts more competitors who will lower profits for all concerned. Example: the earliest prices for mobile phones, VCRs and other electronic items where a few players ruled attracted lower cost Asian players.

Win -Win Strategy

- A win-win negotiation is a careful exploration of both your own position, and that of your opposite number, in order to find a mutually acceptable outcome that gives you both as much of what you want as possible. If you both walk away happy with what you've gained from the deal, then that's a win-win!
- <https://youtu.be/gX69RnvUV8M>

- <https://youtu.be/1FeM6kp9Q80>
- Negotiation Strategy

Negotiation Lifecycle



- Identify the issue
- Define the problem
- Decide whether to negotiate, dominate, acquiesce or avoid

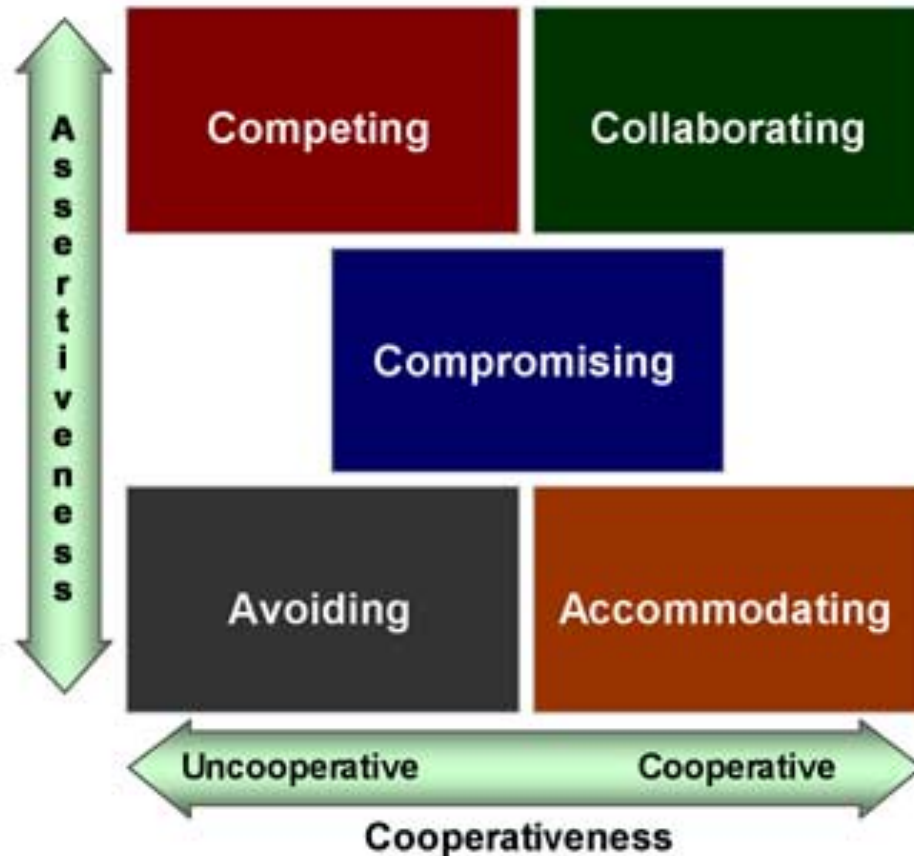
- Understand the problem
- Define goals
- Build relationships
- People/roles
- Use standards
- Define your BATNA & improve it
- Define their BATNA & worsen it

- Generate alternatives
- Evaluate alternatives
- Select
- Reiterate agreements
- Capture agreements in writing
- Create an action plan & timeline

- Congratulate the other parties (never gloat)
- Follow up to assure the action plan is implemented
- Carry out the agreed upon solution

- Nurture relationships
- Check compliance (build this into the agreement!)

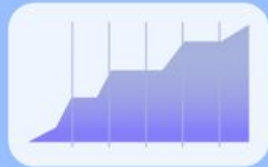
**PRIMARY
NEGOTIATION
STRATEGIES**



CONSUMER vs ORGANIZATIONAL SELLING

B2B

Business-to-business promotion



Logic-driven



Focuses on time, money & resources saved



Favors in-depth promotion

B2C

Business-to-consumer promotion



Favors simple, easy messaging



Appeals to emotion



Focuses on benefits and solving problems

	B2B	B2C
Similarities	<ul style="list-style-type: none"> Both require excellent customer service and experience. Both entail a consistent and customer-centric sales process. Authenticity and credibility are key engagement requisites. Customer loyalty is an overarching goal. Contemporary buyers in both markets are more knowledgeable compared to prior generations of customers. 	
Driving Factor	Relationships/product features/customer support	Product features/brand appeal
Primary Motivation for Purchase	Establish strategic advantage or generate value	Status-related, personal gratification, emotional attachment, economic considerations (affordable pricing, etc.)
Product Pricing & Complexity	Relatively more complex and costlier	Pricing aligns with individual capacity/comparatively less complex
Typical Branding Methodologies	Website, whitepaper, research, industry forums, professional networks	Broadcast commercials, celebrity endorsements
Market Size	Focused/small/niche	Large
Key Purpose of Sales Team	Relationship building	Maximize transaction value
Number of Stakeholders/Decision Makers	Multiple	One
Duration of Decision-making Process	Requires longer engagement period	Takes shorter time for opt in/opt out
Sales Cycle	Longer sales cycle with more stages	Shorter sales cycle, with fewer stages
Required Level of Product Knowledge	High; jargon use is pervasive; demos are often necessary	Low to Moderate; jargon use is minimal
Primary Sales and Marketing Activities	Relationship building, customer education, brand awareness	Merchandising, point of purchase actions
Typical Length of Relationship	Long-term	Short-term

Domestic marketing Vs international marketing

Domestic marketing

- Single country involved
- Single currency
- Market segmentation defined with in a single country
- Single language
- Cultural differences are not much

international marketing

- More than one country involved
- Varying currencies hence exchange rate fluctuation risk
- Segments are defined across national boundaries
- Multilingual communication
- Cultural differences are very difficult to tackle.

BASIS FOR COMPARISON	DOMESTIC MARKETING	INTERNATIONAL MARKETING
Meaning	Domestic marketing refers to marketing within the geographical boundaries of the nation.	International marketing means the activities of production, promotion, distribution, advertisement and selling are extend over the geographical limits of the country.
Area served	Small	Large
Government interference	Less	Comparatively high
Business operation	In a single country	More than one country
Use of technology	Limited	Sharing and use of latest technology.
Risk factor	Low	Very high
Capital requirement	Less	Huge
Nature of customers	Almost same	Variation in customer tastes and preferences.
Research	Required but not to a very high level.	Deep research of the market is required because of less knowledge about the foreign markets.

THANK YOU!