



# APA EXAMPLE ESSAY

Personal sales are the oldest and most commonly used form of product or service promotion. This form of sales, or promotion, is specific to what is happening in immediate, personal contact between the seller and the buyer. As seen from the perspective of a promotional mix, personal sales as a way of promotion is considered the most expensive element of a promotional mix because the costs of this form of promotion increase considerably faster than other forms of promotion. These costs primarily relate to adequate salaries and systematic education of sales staff. In order to better understand the role that personal sales today take in modern business practice, it is necessary to look at the different roles that belonged to it throughout history. The diversity of personal sales and sales work is also reflected in the personal sales definitions that were popular in certain time periods. Apart from the general agreement that selling is one of the oldest occupations that man has dealt with during his socio-economic development, there are numerous definitions that reflect the spirit of particular periods and phases in the development of personal sales as well as the time in which the individual author worked.

As an example of now obsolete understanding of the role of personal sales, a definition is given that says "personal sales is the process of informing and persuading customers to buy products from our organization" (Futrell, 2004). Personal sales are, therefore, the interpersonal communication process in which the seller sells reveals and meets customer needs with the aim of achieving mutual long-term benefits for both sides. Accordingly, sales are perceived as a means of meeting long-term interests rather than as a one-time job primarily aimed at obtaining an order. The goal of a sales organization is to build relationships and partnerships, and this can only be achieved by securing long-term benefits both to sellers and buyers.

# APA EXAMPLE ESSAY

The sales thus acquired are marked by: discovering business problems or good opportunities for a buyer, and striving and helping the customer to know them and understand them; providing information on possible solutions and providing post-sales service to ensure long-term satisfaction; persuasion and persuasion are just one part of sales work, in this approach much less significant than is the case with traditional sales approach. Add value to the basic offer of an enterprise based on the nurturing of such personal and business relationship with the customer that will result in loyalty and resistance to competitive offers As personal sales as stated are immediate customer communication, this process involves the development of relationships, disclosure of customer or customer needs, and matching of the relevant products (or service) according to these needs. This process is most often described as a triangular system consisting of: 1. seller, 2. customer (client), and 3. product (service), with the place where the sale takes place. In this context, attention should be paid to the product itself, or to its own dimensions and levels. In the market sense, the product has three levels: basic, expected, expanded (Kotler & Armstrong, 2006).

The basic level is the lowest level, and refers to basic service or basic the benefit that the product represents for the customer. The expected product is a set of product characteristics that meet the needs of the customer, and the extended product implies a set of product features that represent additional value after satisfying the customer's needs. When talking about making a product decision, from a customer perspective, this process is carried out at three levels: at the level of an individual product, product line level, and product mix level (Chernev, 2012).

When deciding on a purchase, it is necessary to decide on the characteristics of the product (quality, features, style and design), mark marking, packaging and labeling, and the services that accompany the product. One of the most important factors in this regard is the quality or product characteristics that expresses durability, reliability, ease of use etc. It is then important product design, i.e. the way in which a particular product gives some specifics that allow differentiation in relation to competing products. It should also mention the style that describes the look of the product and the impression for the buyer. When talking about a product or service decision, from a customer perspective, one should mention the consumer behavior, i.e. the motivational process and the needs structure and consumer motivations that are decisive in the product decision-making process. Consumer behavior, i.e. the process of obtaining and consuming products on the market, is stimulated and motivated by a number of factors, from economic, demographic and sociological, to psychological, political and other.

# APA EXAMPLE ESSAY

The key way in which a company determines exactly the specific factors that encourage a specific behavior of consumers is to collect and analyze data on past and present consumer habits, needs, motivations and motivational processes of consumers. Every contemporary corporation is its business, and then marketing, activity based on research, understanding and adoption of consumer needs and wishes. This is a key starting point at the end of the business process, resulting in the creation and positioning of a certain expected value that meets the needs of consumers according to their characteristics. Therefore, the following can be said: modern marketing methods, but also modern marketing tools, are based on behavioral analysis and consumer needs, i.e. analysis of motivational processes that result in the need for a particular product, service or idea, and ultimately by purchasing a particular product, services or ideas. Consumer behavior research is carried out, depending on the purpose of the research, using various tools. Given the fact that one of the main research goals is to collect as many relevant data and information as possible on demographic, sociological, economic and similar characteristics of consumers, quantitative methods of data collection, i.e. observation, testing and experiment are the most widely used. The main feature and at the same time the main advantage of personal sales is the immediacy that enables effective communication, of course, if the same is performed in an appropriate manner. Private sales, in effect, give the seller full freedom in choosing the means of communication and the quantity and type of information given. This affirms the claim that personal sales are the main and irreplaceable promotional method because it takes place "face to face" on the relationship between the buyer and the seller. Between these two entities, communication takes place not only directly but also bi-directional, which is an additional advantage as the vendor can receive feedback from the customer in real-time. The essence of such communication is that both parties can create a relationship based on trust in order to meet the needs of both parties. The contemporary market environment brings new challenges in the research of consumer behaviors, needs and motives. Modern consumers are more sensitive to quality and price. The basic differences between Keller and Kotler among today's and former consumers are: steady growth of purchasing power, a wide variety of available products and services, good product and service information, ease of ordering and obtaining products or services, ability to see and compare product labels and services, and the increased influence of oral communication on acquaintances and public opinion (Kotler, Wong, Saunders, Armstrong, 2004). Also, consumer behavior changes only because of external influences (better information, growth of purchasing power, and so on), but also because of internal influences, i.e. consumer needs and motives.

# APA EXAMPLE ESSAY

## References

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