

JOB ROLE – SALES ASSOCIATE

Sector – RETAIL
(Qualification Pack Code: RAS/Q 0104)



PSS Central Institute of Vocational Education
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UNIT 3: MECHANISM FOR CUSTOMERS TO CHOOSE RIGHT PRODUCTS

Session 1: Methods of Selling

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Session Objectives

The students will be able to:

- Describes retail selling methods.
- Classify different retail selling methods.
- Demonstrate the arrangement of products for sale in store.
- Identify the procedure for arranging the products.

Introduction

SALE is an act of selling a product in return for money. It is the beginning of a relation between customer and vendor or extension of that relationship. There are various methods of selling.



Retail Selling Methods



Retail Selling Methods

1. Direct Sales

- It refers to the direct personal demonstration and sale of products and services to the consumer.
- It consists of two business models, that is, single-level marketing and multilevel marketing.

2. Proforma Sale

It refers to sales quote which is prepared in form of proforma invoice.

BILL TO		SHIP TO	
Name	Address	Name	Address
City, State ZIP	Country	City, State ZIP	Country
Phone		Contact	

SHIPPING DETAILS			
P.O.#		Mode of Transportation	
P.O. Date		Transportation Terms	
Letter of Credit		Number of Packages	
Currency		Est. Gross Weight	
Payment Term		Est Net Weight	
Est. Ship Date		Carrier	

ITEM #	TAX	DESCRIPTION	UNIT OF MEASURE	QUANTITY	UNIT PRICE	LINE TOTAL
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3. Agency Based Sale

It is a contractual arrangement, in which the agent has the right to negotiate on the sale of principle's goods and services.

In exchange the agent gets a commission or fee.

The various types of agents who are involved in agency-based sale are

- Sales Agents
- Sales outsourcing through direct branded representation
- Transaction sales
- Consultative sales
- Consignment sales
- Telemarketing
- Retail sales

3. Travelling Salesman

They are a representative of a firm who visit shops and other businesses to show samples and gain orders. They are also called as commercial traveller, door-to-door salesman or a hawker.



4. Auction Sale

- It is a public sale.
- Customers who are willing can participate in an auction.
- Goods are sold to the highest bidder, that is, one who has quoted the highest price.



5. Business to Business Sale

- It refers to sales made by other businessman rather than an individual customer.
- An industrial or professional sale involves selling from one business to another.



6. Electronic-based Sale

- It is a web-based sale.
It includes:
 - Business-to-Business and
 - Business-to-Consumer Sales.
- For electronic-based sale Electronic Data Interchange (**EDI**) is used.



7. Indirect Sales

Indirect sales are the sale of a products or services by a third-party, such as a partner or affiliate, rather than a company's personnel.



Arrangement of Products for Sale in Store

- Products are arranged in a systematic manner in shelves based on the space provided in the store.
- The display of goods is prioritised on the basis of the manufacturer's competitiveness.



Need for Arranging Products

- ❑ The products are arranged according to section wise.
- ❑ Giving a clear view of all the products available in store.
- ❑ Make it easy for the customer to pick up the products as they move in the store.



Rearrangement of Products is done due to the Following Reasons:

Repeat Customers

Sales Promotions

Brand Image

Seasonal



Procedure for Arranging the Products

Straight Floor Plan	In this floor plan a retailer arranges products in a straight line.
Diagonal Floor Plan	This type of floor plan has more visibility for the store staff and customers.
Angular Floor Plan	It gives a spacious look with a lot of space. This type of floor plan is used by high-value and high-end retailers.
Geometric Floor Plan	In this floor plan a retailer uses racks and other fixtures to create a different style of floor plan.

Identifying the Products Responsible for Sale.

Customer service associates must have full information about products and retail store.

The store manager or supervisor allocates the products sections to the CSA

CSA must have complete knowledge about the product being allotted to him/her and must possess the skills to sell it to the customers.

Summary

In this session, you have learnt about the retail selling methods, procedure for arranging the products, need for arranging products, reasons of rearrangement of products and identifying the products responsible for sale.

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