



Classroom Lecture

TITLE	Submission of Web Report for Classroom Lecture by Mr. Rohit Sharma for BBA Students
Resource Person/ Facolitator	Mr. Rohit Sharma: Heading Delhi Key Accounts Business
Date	30/10/2018
Summary	<p>Guest Lecture on “ How Effective is Personal Selling-An understanding from corporate perspective ” for the students of BBA</p> <p>October 30, 2018</p> <p>Personal selling occurs where an individual salesperson sells a product, service or solution to a client. Salespeople match the benefits of their offering to the specific needs of a client. Today, personal selling involves the development of longstanding client relationships. Mr. Rohit Sharma addressed the students regarding comprehension of a Personal Selling and explained that it is a business' overall game plan for reaching people and turning them into customers of the product or service that the business provides. The personal selling of a company contains the company’s <u>value proposition</u>, key marketing messages, information on the target customer, and other high level elements. After discussion on conceptual details the speaker explained the importance of personal selling, types of sales positions, steps in completing a sale and how to improve the reputation of personal selling. Further, Sir discussed that personal selling is a section of your <u>business plan</u> that outlines your overall game plan for how you'll find and attract clients or customers to your business. A success of personal selling depends on three constituents namely performance, personal selling creativity and personal selling improvisation. This fascinating session made students raise their concerns regarding personal selling which were satisfactorily addressed.</p>