Choice in Selling

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**Essay**

Marketing is essential factor in increasing the quality of a particular product by aware people about the services offered by an entity. It emphasizes on generating higher sales and the revenue for an entity in a given span of time. Corpnet is selected for the assignment in explaining various methods of the personal selling to increase the overall market share of the business by attracting large number of customers.

Corpnet is a firm which deals in business to business company who offers their telephone and Internet services in corporate world (Cummins, Peltier & Dixon, 2016). Target market of the firm is comprises of both small as well as large scale entity in achieving its desired aims and the objectives. Personal selling is direct communication process in which firm’s representatives convince buyers to purchase the products or services offer by an entity.

**Forms of selling for Corpnet’s internet and telephone services**: Trade selling is one of the forms of personal selling in which sales representatives will contact retailers and the wholesalers in selling the internet services and telephone services offer by an entity. In this approach bulk orders received by the sales executives from all he businesses.

**Selling techniques suited to Corpnet’s Target market**: Another kind of personal selling is market research cum retail selling in which the representatives of the business will visits store or door to door of all the potential customers (Sharma, 2016). New target audiences identifies by the management by attracting customers in convincing the buyers.

**Describe special considerations in selling creative services to small vendors**: An entity focuses on reliability of the product, additional value created by this product, affordable pricing to attract all the users of the external market towards an entity.

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