

Need-Based Sales Pitch: Insights from an Experiment

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ABSTRACT

In brick-and-mortar retailing, sales personnel play the most important and complex role whereby they are the ones who are connected to consumers directly on a real-time basis. It is observed that the majority of brick-and-mortar retailers in India assume; consumers who walk into their stores have a clear understanding about their needs and based on their needs they enquire sales personnel in the store about a specific product/category/brand. Such a significant assumption has created a predisposition and mindset in sales personnel, and they believe that they are left with very little room for adding any more products into consumers basket by the way of either cross-selling or up-selling. In this research, we have attempted to design a new need-based sales pitch technique and applied the same through an experiment to evaluate the change in (a) sales person's attitude towards consumer orientation and (b) types of products/categories/brands being sold and (c) overall store profitability.

Keywords: Brick-and-mortar store, Offline store, Physical store, Salespeople, Salesperson, sales Personnel, Customer Orientation, Sales Pitch, Need-Based Selling.

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