

Impact of Informative and Persuasive on Personal Selling: BPL Mobile- A Case Study

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ABSTRACTS- The communication barrier affects the performance a lot. Especially, the promotion of products through direct marketing should have maximum and valid information. The sales team should convey that information, which will persuade the prospects and leads to purchase the product. Initially, the sales team fails in sales performance after all the strategy applied in the market. The solution to the problem was understood by the sales team. They had aligned the informative advertisement information and persuasive advertisement information of BPL mobile ads in personal selling method. As a result, the strategy had worked and the team has got the success in sales performance. The personal communication model really helped the sales team and sales executive to increase the sales. The case background which is faced by a sales executive of the BPL mobile is understood and explained. A suitable case method is referred to construct the case study. The literatures and sources are studied to find out the probable problems and most suitable solutions. A case model (PSCPM) is developed as per the adoption of the alternative solution by the team. The practical application assignment is designed for the management students for the academic purposes. The same model and evaluation of assignment will be useful for the industry, which possess the direct marketing activities.

KEYWORDS- Informative advertisement, Persuasive advertisement, Personal Selling: BPL Mobile, PSCPM

I. INTRODUCTION TO CASE BACKGROUND

BPL Mobile Communications, presently known as LOOP mobile is one of the mobile operators in India, established in 1994 and operated in 1995 at Mumbai, India. The major competitors of BPL mobile are Max Touch, Orange Telecom, and MTNL. During year 2000, there was a tough competition among them at Mumbai. A story about a salesman, who reached for a job at Mumbai in year 1999, 8th March. Who didn't know how to speak English and Hindi properly. May be his fortune, in the same day, he met Mr. Hussain, senior sales officer of BPL mobile at Churchgate, Mumbai, while asking for address to attend an interview in another company. Mr. Hussain has given opportunity to Mr. Salesman to join in direct marketing associate (DMA) of BPL mobile in Charni Road office.

Thought, Feelings and action of citizenry connect people to people. The trust screens a person whether to accept or reject anything. A sales person is screened by the customers' belief system. The worldwide perspective of the sales person was typically accessed in the interview. The personal touch of smile, confidence about the product, demonstration of product, physical delivery of products was the sole criterion of sales person for concept selling process. Think good about the customers' though, Feel Good about the customers' feeling, act well as per the customers' need, serve the customer as you wish to serve in Temple or church are the basic qualities of a sales person was found. The creativity for transforming the behaviour of consumer towards the sales person and company has found in that interview. After completion of sales training in the Mahim head office, the salesman was set to fieldwork as the sales executive. But in the action, the result was not satisfactory.

The competitors of BPL mobile were "Max Touch" or "Orange" and Mahanagar Telephone Nigam Limited (MTNL), Mumbai. The new market place, competitors, mass marketing and social infrastructure of Mumbai had given a distinct challenge to the sales executive. The personal selling process of sales executive could not be dealt successfully in the said market. Now the role of Assistant Manager had played a great role in development of sales executive. Mr. Samir Sinha, the Assistant Manager had trained him. In his training, the sales executive usually stands in front of mirror and read the personal selling story telling in English and Hindi. Then Mr. Samir Sinha took him to the open market and given live personal selling, cold calling, and sales closing training in the field. After training, the sales executive had started his own job independently. After few months, Mr. Samir Sinha and the sales executive had become top performer in the branch.

II. LITERATURE REVIEW

Populism established an individual in an elite group (Gligorić et al., 2022). (Ali et al., 2022) has executed a persuasive communication strategy to attract consumers' interest which influence their commitment, social proof, liking, and authority. The informative about the OTC drug is giving impression to the customers that they have to take drug to stay healthy (Ska & Ybska, 2022). Advertisement influences a

large viewers (Javed et al., 2021). Digital media impacts on consumer decision making and content outreach (Javed et al., 2021). A large expenditure on the advertisement influence the consumption decision (Personal & Archive, 2019). Advertisement makes a product closer to the consumer's preference (Personal & Archive, 2019). The firm persuades consumers to buy its product by communicating to them with the advertising about the characteristics and prices of the product (Personal & Archive, 2019). The expenditure on the advertisement effects the consumption pattern of consumer (Personal & Archive, 2019). The effectiveness of advertisement and sales promotion on buying decision of smart phones in Kathmandu valley (Adhikari, 2018). Advertisement influences the existing and new customers in an imperative way (Maheshwari et al., 2018). (Dolson, 2018) has assured the acceptance of mobile advertisement by women entrepreneurs for the purpose of brand engagement. Advertisement has imperative impact on existing and new customers (Maheshwari et al., 2018). The brand switching of mobile services should focus on the likings of customers to win the loyalty of customers (Awan et al., 2016). The personal selling is used to educate and guide the customer (Awan et al., 2016). Results has shown that the determinants such as customer satisfaction, customer services, price, service failure, and inconvenience have significant impact on brand switching. The advertise effectiveness influences the persuasion and purchase intention of consumer (Maheshwari et al., 2015). The sales person educates and guides the customer through personal selling about the product utility (Awara & Esu, 2014). (Fallonia, 2014) has done his research on "the effect of advertisement and promotion on brand switching behavior". He found that advertisement has no significant effect on brand switching behavior but promotion has partially affected on brand switching behavior. Whereas, advertisement and sales promotion, both acts to stimulate the consumer behavior, definitely, there is a positive effect on brand switching behavior. Advertisement has a great role for providing product information to the public in large scale) with an objective of attract people to a new market (Terkan, 2014). The creative advertisement attracts the people to the market (Terkan, 2014). The advertisement has tried to change the behavior of consumers from telephone use to mobile phone use (Fallonia, 2014). The persuasive technology has the likely to bring the positive behavior and attitude in the consumer behavior (Mintz & Aagaard, 2012). The media technology influence the market development positively (Schwittay, 2011). The media practice through mobile phones is adopted by the youth Indian (Schwittay, 2011). The technology has changed the behavior of customer (Schwittay, 2011). Living ware free everywhere is made it possible by BPL Mobile , which is not only beneficial to business man but also to the cops (Rajashri Roy, Bhupal Ramnatkar, 2009). The persuasive and informative advertisement influence the demand curve to increases (Freeborn & Hulbert, 2009). (Rajashri Roy, Bhupal Ramnatkar, 2009) had also examined the effects of advertisement and promotion on brand switching of mobile phone product. The same is also studied through the TV set advertisement about BPL mobile. The 14 dimensions of advertisement effectiveness such as

informative, persuasive, believable, linking, relevance, recall, interest, consumer preference, recognition, purchase intention, memorable, response, excitability and attention. The informative advertisement creates awareness about the mobile phone usage, persuasive advertisement encourages and convince the target audience to use the mobile phone whereas linking advertisement creates emotional attachment among the user with the other user and with the company He found that there is a significant correlation between the online and offline advertisement with consumer behavior. The persuasive advertisement ensures more understanding to the students (Freeborn & Hulbert, 2009). BPL Mobile has changed the peoples' life forever (Scratch-to-Success-the-Story-of-Bpl-Mobile-1.Pdf, 2008). (Scratch-to-Success-the-Story-of-Bpl-Mobile-1.Pdf, 2008) has stated that the landline phones connect place to place, whereas the mobile phone has connected people to people. Given the large expenditures on advertising, its potential informational role and its effect on consumption decisions. The company has owned the license of the Bombay circle in year 1994. It had created a challenging vision, not just to roll out the services, but also to inspire the entire generation in India. BPL Mobile had dared to start business, when the tele density was only 13.56 % in India. Informative advertisement in a duopoly market makes customer search for the product is costless (Duopoly, 2007). According to Abraham, R. (2007), the telecom market has become one of the fastest growing markets globally. His study about the mobile phone and economic development has proved now the significant affirmative relationship between them (Abraham, 2006). The new technical knowhow, facilities and services of mobile phone influence the consumer to buy the mobile phone by new generation (Karjaluo et al., 2005).

III. OBJECTIVE OF THE CASE STUDY

The main objective of the case study is to identify the problem in the case and how the sales team has solved the case. Secondly, to suggest a model for the future use by the academic and industry as a whole.

IV. CASE STUDY METHODS

A case study format of "Skycell" case study is given by Nargundkar, Rajendra (2019), in his book marketing research is followed in the main case study. The format and understanding of case study on cellular business defines the basic objectives, locations covered in the research, methodology, sample composition, sample size and age group. Research question to this case study is that how the sales executive along with the sales team had become achiever in next few months. How and what they did in the market?

V. PROBLEM FACED BY THE TEAM

The basic problem of personal selling was the language barrier, competition and area knowledge. The language and area knowledge problem were solved by training and development. But the competition was so tough among the

three companies such as Orange, MTNL and BPL mobile at Mumbai. The market, target population, targeted prospects and market size were well known to all the executives. The sales are not grown as per the expectation. The service quality was good. Peoples' response towards BPL mobile was also satisfactory. The company had mobile services along with quality handsets and long-distance mobile service (LDMS) facility. BPL mobile was in a pace of development and provided latest services like value added services (VAS), mobile messaging services (MMS). The closed user group (CUG) services for the corporate were its unique selling point (USP). After all the quality of network coverage and services was best of the industry. The opportunity was identified but the problems of underperformance of the team was not identified exactly.

VI. ALTERNATIVE SOLUTION AND PERFORMANCE MODEL

The behaviour of a customer is always changing, covered by his sense. The basic organs of human wait for satisfying quickly. His mental juice accepts the picture, smell, taste, physical form of his need satisfying elements. Either he goes near to the elements or waits for a person who will avail the things in his door step what he wants. The team of sales forces and tele callers had followed the information of informative advertisement and persuasive advertisement to aware the people in the course of the sales call. The model is justified by the literature reviews.

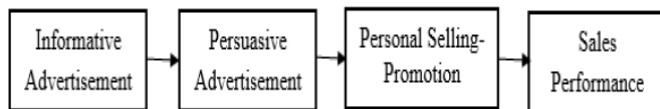


Figure 1: Case Model: Personal Selling Communication and Performance Model (PSCPM)

A. Informative Advertisement

In year 1997, the advertisement of (<https://www.youtube.com/watch?v=LViOMs9rjpU>) had created the awareness that India's no 1 mobile phone services is BPL mobile service. it gives information about the new product facility i.e., wireless connection and speedy connectivity. In year 2001, the advertisement of (<https://www.youtube.com/watch?v=NKc1B6ZIJM4>) has given information that BPL MOBILE Live Ware free (MOTs)'s Mot's monthly scheme is economical and beneficial for small business owners.

B. Persuasive Advertisement

In the same year 2001, BPL mobile declared that BPL mobile is best among the players by the punchline "<https://www.youtube.com/watch?v=pgoWsbGOECY>", "BPL MOBILE BELIEVE IN THE BEST". BPL mobile had advertised a persuasive advertisement to persuade the people to adopt the mobile services by (<https://www.youtube.com/watch?v=BZG-mmDgRyg>) and provided the message about the services of "Digital Mobile services", and "We speak your language". In this facility the IVR was set to state language voice. In the next phase of the

advertisement assortment, the BPL mobile had said about (1) Family and friends talk more and (2) Not only business use but use the mobile in normal course of life. In this way, the BPL mobile had persuaded by (<https://www.youtube.com/watch?v=LViOMs9rjpU>) to the people and expanded the market.

C. Personal selling

The team of sales force and tele callers had connected to the informative advertisement and informed to the prospects. They conversed the matters of informative advertisement with the prospects in the cold call process and given more information about the services and expected benefits out of it for the prospects. The matters of persuasive advertisement had surely persuaded the prospects and helped the sales force to be closed the sales at last. In the first call, they had informed about the new facilities, call rates, price, network coverage and add-on services. At the time of follow up, the tele callers usually had given more information about the matters of persuasive advertisement which persuaded the people to purchase the mobile services as it is their need. BPL Mobile had extended the services to the normal people to use the mobile not only for the business purposes but also for leading a normal life. The sales executive has used the advertisement information in his sales pitch and closed the sales. Especially, the tele callers conforms the appointment for negotiation. The appointment leads are given to respective sales executives, who has the same leads generated by himself. The sales executive attended the sales appointment and used to closed the sales. In this process, the whole team had aligned the informative and persuasive information in the personal selling sales process and sales activities for achieving more business as a team. The whole process is defined in Figure 1 case model. The process was not only helped in increase in sales units, but also had changed the mobile services of leads from "Orange" services to BPL mobile services extensively.

D. Performance Model

The team has developed a model (Figure 1: PSCPM) to enhance the sales performance. The prospects are mapped in the process in an order such as (1) Informative, (2) Persuasive and (3) Promotion- Personal Selling. The tele callers had again followed the leads through the informative, persuasive and executives' personal commitment information. All those information had persuaded the leads and closed the leads as the final sales, followed by the literatures and Figure 1 case model. The sales executive only followed the company advertisement, where the whole team pitched the informative and persuasive advertisement information in the personal sales process. And they did it. Kotler, P., & Keller, K. L. (2016) have given a clue about the marketing communication in page 579 that "Do right, marketing communication can have a huge payoff". Where the executives understood the use of information of marketing communication to inform, persuade and remind the mobile customers, leads, new prospects and the suspected one. BPL mobile could able to build the relationship with people and said loudly that try and use it. The firms' marketing communication could able to link the brand with the people in reference with people, place,

event, experience, feelings and things. The brand image had drove the sales and even affected the competitors' value. The personal communication model really helped the sales team and sales executive to increase the sales. The positive impact of informative and persuasive information on the personal selling process has given executives' outstanding sales performance in sales team.

VII. APPLICABILITY OF CASE STUDY

The management students and the industry personnel can apply the case model in a pilot project of a sales team consist of 1 sales manager, 2 Team Manager, 4 tele-callers and 12 sales executives. The following questions may be solved by using the PSCPM model, adhere to the ads rolled out by the marketing department of the company.

Q1. How will you prepare a sales team organization structure?

Q2. How will you endorse the informative advertisement in your sales team?

Q3. How will the tele-callers use the persuasive advertisement information and generate the leads for the sales executive for close the team?

Q4. How team leader will do sales estimation by applying the case series?

Q5. How will the sales manager forecast the sales by using the case reports?

Q6. How the whole team achieved the affirmative sales performance?

Q7. Show the case-control for Orange mobile services in this case.

The practical application assignment is designed for the management students for the academic purposes. The same model and evaluation of assignment will be useful for the industry, which possess the direct marketing activities.

VIII. CONCLUSION

Mr. Samir Sinha and the team had followed the information of presently advertisement. The sales executives had given informative information to the prospects, leads and customers. Additionally, the tele callers had given persuasive information of advertisements to the leads and had fixed the final appointment. At the time of the appointment call, the sales executives had again tried to persuade the interest to buy the product by repeating the same persuasive information and could close the sales. In this way, the whole team had used the informative and persuasive information as the tool to close the sales to fulfill their target and achieved the excellent performance.

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