

# NON MANIPULATIVE SELLING – RESPECT THE FEELINGS OF THE CUSTOMER RATHER FORCE HIM /HER TO PURCHASE-

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## ABSTRACT:

One Shloka of Bhagavathgitha, explains, find the need and full fill it. Traditional marketing Selling concept is exactly follow the essence of this shloka. Later marketing techniques are changed to “create the need and full fill it”. Exploitation of consumers / customers. It is no exaggeration to say that today's advertisements are user-influenced.

**Key words:** Non-Manipulative Selling, consumer, seller, product features, advertising, subtly explanation.

**INTRODUCTION:** The ultimate goal of the producer is profit. However, due to the high profitability, the trend of increasing competitiveness and doing business in the wrong ways and selling more in a short time and thereby making more money is more visible in the recent past. The purpose of advertising is only to provide the consumer with the correct comprehensive information regarding the product. It is necessary for businessmen to know how much better and how useful their product is than other products. But on the contrary, today's advertisements are such that people are tempted that other products are of inferior quality and that their products are of good quality.

Moreover, the main preface to this publication is that the decision whether or not the consumer needs an item is to be taken away by the merchants themselves, and the consumer is completely taken over by them, and unnecessary goods are purchased by him.

## DO'S

- ✓ Inform the customer what is required of him.
- ✓ Inform him by which item his need is met and give him complete information about the uses, price, and quality etc. of the item.

## DON'TS:

- × The consumer should not be subjected to illusions that do not exist
- × The properties of a product should not be repeatedly expounded.
- × Impossible guarantees should not be given to the consumer.
- × Don't be overwhelmed with unnecessary information.

## **SUGGESTIONS:**

Those who want to sell their products quickly and make a profit will not be able to stay in the market for long.

Maintains good relations with the customer even after the sale and should be able to get some more customers through him/her.

It is very important to respect the opinions of others, for example if a person is struggling with financial difficulties then life insurance should not be told a higher premium plan. Also, a person should not be forced to buy any one item or product that he does not currently need. If he does so, the consumer becomes frustrated and escapes from the seller and turns around.

If the seller shows all his knowledge to the consumer and gives a fluent speech by speaking on his own without letting the consumer speak, there is sometimes a possibility that the consumer may get irritated. Therefore, it is better to say what he wants to say directly and subtly.

## **CONCLUSION :**

- The buyer's desire should be full-fledged satisfaction with the money he has spent, and that the purchased item should be of good quality and durability.
- If he is able to get complete satisfaction with the item he has purchased, the item should be such that it is recommended to his friends and relatives, and the post-purchase services should also be liked.
- One should not be influenced by the temptations of the seller.
  
- The seller should not want to sell his product anyway. The complete information related to the product should be communicated to the customer only briefly.
- Irrelevant, incomplete and untrue things should not be said.
- The trust of the consumer should be won but the sale alone should not be the main factor.

## **ACKNOWLEDGMENTS:**

My sincere thanks to Mr. J Vajjalu, CA, ICWA, LLB who gave a lecture on this topic, he insisted the need to keep as silent as possible while a seller meets a consumer. Seller should give opportunity to the buyer to take his own decisions regarding purchase.

My esteems to Sri. T.S.N. Murty, CA, MBA, LLB, who explained the idea of Non-manipulative selling. He told that why should we convince the people to take insurance to anyone, being a family head, he should aware of his risks and should take care of his family even after him, if at all any unfortunate incidents occurred. All we have to do to supply the material about the policies, give him brief information, give contact number, and tell him whether he wants to take the policy, feel free to call us.

## **References:**

Marketing Management by Philip Kotler, Non-Manipulative Selling by Tony Alessandra, Ph.D., Phil Wexler and Rick Barrera, <https://www.monash.edu/>