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CLASS NOTES

Class: XI

Date:

Subject: Retail

Topic: Methods of Selling

"Sale is an act of selling a product in return for money. It is the beginning ~~beginning~~ beginning of a relation between Customer and vendor or extension of that relationship."

Retail selling methods -

(a) Direct Sales -

• It refers to the direct personal demonstration ^{and} of sale of products and services to the customers

- It consists of two business models,
 - Single level marketing
 - Multilevel marketing

(b) Proforma Sales -

• proforma is a document that provides as a country or satisfies minimum requirement, conforms to a norm or decisive, tends to be performed as a formality.

- Proforma sales refers to sales quote which is prepared in form of proforma invoice.

(c) Agency based sales -

• It is a contractual arrangement, in which the agent has the right to negotiate on the sale of principle's goods and services for a commission or fee.

"CONTENT DEVELOPED/PREPARED ABSOLUTELY FROM HOME."

(d) Travelling Salesman -

- They are also called as Commercial travellers, door-to-door salesman or a hawker.
- They are a representative of a firm who visit shops and other businesses to show samples and gain orders.

(e) Auction Sale -

- It is a public sale.
- Customers who are willing can participate in an auction.
- Goods are sold to the highest bidder.

(f) Business-to-business (B2B) Sale -

- It refers to sales made by other businessmen rather than an individual customer.

(g) Electronic-based Sales -

- It is a web based sales.
- It includes both business-to-business and business to customer sales.
- For electronic based sale 'Electronic Data Interchange' (EDI) is used.

(h) Indirect Sale -

- The sale of goods or service by a third party, such as a partner or affiliate, rather than a company's personnel.

(SMR)