

six roles of selling

- 1 mainly delivery
- 2 inside order taker
- 3 outside order taker
- 4 missionary selling
- 5 technical selling
- 6 creative selling

characteristics

author:	McMurry, Robert N.
country:	United States
period:	1961
type:	model
role:	consultant and manager
activity:	analyse and design
topic:	marketing & sales
abstr. level:	organisation
perspective:	rational
status:	under review
module:	personal selling
comments:	1

description:

The research of American industrial psychologist, Robert N. McMurry, showed that a 'true' salesman should not sell anything to anybody. McMurry first published the notion of different types of sales tasks in 1961. "Each type of sales work requires its own unique configuration of traits, attributes and qualities in its practitioner." To build a productive sales force, the manager first needs to assess the category of sales. McMurry classified selling positions into six categories based on the required level of a seller's negotiating ability.

1. MAINLY DELIVERY

This type of salesperson requires few sales-related negotiation skills. Continued sales are more likely to come from a pleasant attitude and good service.

2. INSIDE ORDER TAKER

The salesperson's task is primarily administrative and provides little opportunity for selling. Customers have usually made up their minds by this stage so the sales process consists of completing the order and offering advice only when asked.

3. OUTSIDE ORDER TAKER

Similar to the inside order taker, but here the salesperson visits regular customers on a regular basis. Most negotiation is conducted at higher hierarchical levels so the salesperson must simply service the account. This type of sales occasionally includes merchandising activity or introducing and demonstrating new products.

4. MISSIONARY SELLING

The salesperson is expected to build goodwill, educate and ultimately influence the actual or potential user rather than only solicit orders. Sales personnel also carry out occasional service work as well as promotional activities.

5. TECHNICAL SELLING

The salesperson's task of explaining the function of a product to a prospect and adapting it to individual customer needs is basic to this type of selling. 'Sales engineers' use their expert knowledge of product capabilities and design during commercial negotiations. Their counterparts on the buying side are also often technically savvy in order to provide counterweight.

6. CREATIVE SELLING

Creative selling tends to require the greatest sales 'skills'. Customers often do not realise that they have a 'need' for certain product or service. The creative salesperson needs to demonstrate and convince the buyer of this need through effective communications as illustrated by a new type of production line that will reduce a company's operating cost level.

assets:

 **selling typology**
ProvenModels • editor PM • version 0.1 • 92 KB

 **six roles of selling**
ProvenModels • editor PM • version 0.1 • 39 KB

pros:

- This model aids the managers in designing an adequate sales force structure.

cons:

- McMurry's typology is based on one variable, the level of seller's negotiating ability. Other authors have created more complex categorisations. For example, Alfred Zeyl based his 2003 categorisation of sales types on the buyer's risk sensitivity, the customer's experience, the seller's marketing strategy and the strength of the relationship between the buyer and seller. Zeyl identified five selling modes: transactional, seductive, relational, consultative, and partnership selling.

references:

- An analytical framework of selling situations within relationships and their impact on the role of the sales force
http://www.escdijon.com/download/fr/ceren/cahiers_2/zeyl.pdf
Alfred Zeyl • 2003 • France
- How to Build a Dynamic Sales Organization
<http://www.amazon.com/gp/product/007045485X?ie=UTF8&tag=provenmodels-20&linkCode=as2&camp=1789&creative=9325&creativeASIN=007045485X>
Robert N. McMurry • 1968 • McGraw Hill • United States • ISBN 007045485X

