Preface

The field of marketing communication continues to be in the state of flux. New technologies and new media have promised to change the way, people conduct business. Liberalization, globalization and privatization mantras have provided an impetus to Indian companies to reexamine, restructure, and reengineer the way they do their business. These changes have led to increased opportunities in new millennium and the result is sizeable scope for the beginners to start the career in selling and advertising. Selling is essentially a communication process and the salesperson is indispensable part of the process, in practice the originator of the source of communication is salesperson himself as he encodes the presentation on the basis of needs of customer, the message is usually transmitted to potential buyer through spoken word and salesperson will often reinforce the message through visual aids such as brochures, product demonstrations etc. Consequentially, the responsibilities of a salesperson have also increased from prospecting, approaching, demonstration, actual sales to value addition and customer satisfaction.

In recent years direct selling has been remarkably successful in USA and European Countries, as new technologies have emerged to assist business firms in distribution of information and goods. In our country liberalization ,globalization have created lot of opportunities for direct selling as so many multinational companies have started targeting Indian markets with all new technologies and concepts for the promotion of products in Indian market and also sharing of information with the prospects.

Eureka Forbes Limited is a pioneer company which has proved the potential of direct selling in India. The company relies totally on the direct selling strategies for the
promotion of its products in India. There are many players in the field of direct selling such as – Modicare Ltd, Oriflame, Asian Sky Shop, Moditelestra etc.

Amway America has also entered in the Indian market in a big way based on above facts and figures we can say that the scope of direct selling is becoming broader and broader day by day. Companies primarily rely on advertising, sales promotion and personal selling to push their products in the market. Now days many companies are doing direct selling through multiple media in this they follow an orderly sequence like –

- Advertisement with a response mechanism to create awareness and interest.
- Sending the direct mails to those who enquired about the advertisement.
- Following up the mails within two to four days by phone, seeking an order.
- If desired by the customers the marketers arrange face to face sales call.
- Marketers make an ongoing communication with the customers in order to build a long term relationship.

Thus it is seen that although direct selling model is quite new to Indian market but it is getting acceptability by the upper middle class and upper class customers. The direct sellers are trying very hard to come closer to the Indian customers and gain long term sustainable competitive advantage.