

Review

Advertising and Salesmanship: Similarities and Differences

Alhaji Musa Liman, PhD

Department of Mass Communication, Faculty of Communication, University of Maiduguri, Borno State, Nigeria.

Accepted 31 August 2021

The concept of advertising and salesmanship has been confused to be the same by some individual in different occasions. While some believe that salesmanship is advertising, others have the opinion that advertising is an advanced form of salesmanship. Whichever may be the case, this paper intends to identify the distinctions and similarities between the two concepts and to further make recommendation on how to use and apply the two concepts.

Keywords: Advertising, differences, similarities and salesmanship

Cite This Article As: Alhaji, M.L (2021). Advertising and Salesmanship: Similarities and Differences. Inter. J. Eng. Lit. Cult. 9(5):167-171

INTRODUCTION

Over the years, concept of advertising as a salesmanship issue has been divided into 'strong' and 'weak' theories. 'Strong' theories refer to the typical American view of advertising. On the other hand, 'weak' theories refer to the normal European attitude. The latter theory was derived from the Andrew Ehrenberg's pioneering doctrine on advertising. The doctrine, which was developed through the use of a broad-based, longitudinal consumer panel data, correctly applied the weak theory on repeat-purchase packaged goods. However, the doctrine lacked substance as it did not consider the short-term sales impact of advertising. This may be attributed to Ehrenberg's use of the single-source research method (Jones, 1997).

The main purpose of advertising is to inform the prospective customers about the availability, quality, and price of the products in order to motivate them to buy. Besides advertising, sales promotion and personal selling are the other tools commonly used by firms for promotion of their products. Furthermore, Advertising is

salesmanship plus publicity, while salesmanship is advertising plus getting the order. If it is true that salesmanship and advertising are so closely allied that we must consider them jointly, then we must likewise consider the silent factors, namely, the window and show-cases. Before we go into this matter any further, let us consider the elements of a sale, and the steps to a sale (Pauley, 1997).

Contrast is made between the American and European advertising styles. The American advertising has been direct, straightforward and aggressive while in Britain it is characterized by understated softness, quickness, indirectness and unusual visual effects. In an environment, in which a brand's gain is loss of the other, head on advertising appeals are too unsubtle to be productive. In this chapter the author critically analyses the Ehrenberg's hypotheses that advertising stimulates brand awareness, reinforces, and protects status quo. Furthermore, he assumed that consumer goods markets are essentially stationary. The argument been presented is that though Ehrenberg explains correctly what advertising accomplishes in medium and long term, yet it

does not throw light on how it works in short run. Advertising does much more than create simple brand awareness in short run (Verma, 2001).

Rationale

This study seeks to explore the difference and similarities between the concept of advertising and salesmanship, highlighting their strengths and peculiarities.

Basic Tools of Scientific Inquiry

The study was guided by the following objectives:

- i. To explain the concept of advertising and salesmanship,
- ii. To explore the difference between advertising and salesmanship, and
- iii. To identify the similarities between advertising and salesmanship.

Theoretical Framework

The paper adopts the use of Awareness, Interest, Desire and Action (AIDA) model. The AIDA model is the fundamental theory in the hierarchy of effect model. It was created by Elmo Lewis who claimed that the influential process of marketing communication can be divided into four steps: awareness, interest, desire and action. It used to be meant for sales training. However, it has been the most influential theory to explain marketing communication work nowadays. The model explains how consumers are shifted from the standpoint of unawareness to the message been communicated (awareness) (Pickton & Broderick, 2005). When this is done, the audiences will notice and be aware of the promo. this will enable the audiences understand and believe the messages as well as show interest to the advertising or brands of products. Hence, the message will stimulate a desire to look for this advertised product or brand.

Literature Review

According to Stanton (n.d.), "advertising consists of all the activities involved in presenting to a group of non-personal, oral and visual, openly sponsored message regarding a product, service or idea. It is disseminated through one or more media and is paid for by the identified sponsor." It can also be explained as a communication with the users of a product or service. In addition, advertisements are messages paid for by those

who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK.

On the other hand, According to Paul W. Ivey, "it is the art of persuading the people to purchase goods which will give off lasting satisfaction by using methods consuming least time and effort." According to D.D. Couch, "salesmanship is the science of creating in the mind of your prospect a desire that only the possession of your product will satisfy."

Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message across. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements).

The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carry the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who finally take it to the customer or receiver. A company that needs to advertise itself or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on. The agencies convert the ideas and concepts to create the visuals, text, layouts and the themes then communicate with the user. After approval from the client, the ads go on air, as per the bookings done by the agency's media buying unit.

The Difference between Advertising and Salesmanship

Advertising differs in many aspects from salesmanship. The difference between advertising and salesmanship could be viewed in the following ways:-

1. Impersonal attempt,
2. Target audience,
3. Frequency,
4. Occurrence of business transaction,
5. Existence of contract,
6. One-way Communication,
7. Promotion,
8. Cost.

Impersonal Attempt

Advertising is an impersonal attempt to persuade people to buy goods or services. While on the other hand, salesmanship is a personal attempt to persuade people to buy goods or services. For instance, personal communication is also used in literature to indicate one-

on-one communication such as letters, phone calls and face-to-face interviews. This type of communication is often cited in papers as personal communication. Impersonal communication is the opposite of personal communication. In this type of communication, an individual does not personally know the person he is speaking to. The conversation itself is superficial and not really detailed. It is often related to a specific context such as the event at hand. The communicator is not familiar with the person on the other side of the conversation. Through advertising, a large number of people can be contacted. While in salesmanship, the number of people contacted is limited.

Target Audience

These are basically the potential customers. Advertising is addressed to the masses, while Salesmanship-talks appeal to specific individuals or group of people to whom you address your products or services. Thus, it can be described by behavioral and demographic attributes, such as age, gender, income, education or localization. If an audience group is used, the focus should not on websites where ads will be displayed, but on people who will see your marketing messages.

1. Frequency

A sale is not a frequent activity to be used as compared to advertising. It is a simple process of visiting the customers, making a sale and shipping the products to the customer's required destination. The sales representative may not visit the customers for a month or two. Advertising is a more frequent activity to be carried out by companies to reach their targeted customers. Hence, advertising can be on a daily, weekly or monthly basis depending upon the type of media to be used. Frequent use of advertising is also important because customers often need to hear the advertisement, again and again, to understand the offer or recognize a specific company and their brand of products.

2. Occurrence of Business Transaction

A sale is an actual financial transaction which impacts the financial position of both buyer and seller. The advertisement is a promotional marketing tool that creates awareness and attractiveness among potential buyers. It cannot enforce someone to pay any cash to anyone unless the buyer actually makes a purchase. Thus, the advertising may financially impact the marketer only and not the audience.

3. Existence of Contract

The occurrence of sale mostly constitutes a contract between the buyer and seller. The marketing does not amount to a contract between marketer and the audience unless and until a person actually buys an item after seeing the ads.

4. One-Way Communication

Advertising is a one-way means of communication, there is no feedback. In contrast, Salesmanship is a two-way means of communication. The salesman communicates and allows the prospective customer to ask questions and expressed his feeling or doubt about the commodity or service. In the case of advertising, the response from the prospects (i.e., prospective customers) cannot be known immediately. In salesmanship on the other hand, the response from the prospects can be known immediately.

5. Promotion

Advertising promotes the art of craftsmanship, i.e., printing, writing, photography, editing, music, acting, etc. while, Salesmanship promotes the art of speaking. Advertising is a paid form of mass communication which can take a form of television, radio, magazines, newspaper, and internet placements. Its goal is not only to increase in sales in a short to mid-term but to also strengthen the brand image of the company and its products and services to develop long term sales and consumer loyalty. On the other hand, salesmanship is a short term strategy. The main objective of doing salesmanship is to build the sales in the short term. Brand building also occurs as a result of salesmanship. Immediately

6. Flexibility

Salesmanship is more flexible. A Salesman finds it easy to adjust with situation. He can alter his presentation as situation may warrant and his per contact cost is considerably high. Advertising, been one-way, which is from seller to buyer, is less flexible. Once advertising programme is prepared and implemented, there is less chance to alter or adjust it and his per contact cost is extremely low.

The Similarities between Advertising and Salesmanship

Despite a number of significant differences between advertising and salesmanship, there are quite a number

of areas where they are similar. These include:-

1. Communication
2. Promotion,
3. Profit Maximization,
4. Consistency,
5. Tactics and goals.

Communication

Advertising and sale promotion are similar in that they both involve communication regarding a company's products or services. The messages an organization communicates may involve features, benefits, prices and other aspects. Sales promotion, "involves communication activities that provide extra incentives to customer or to those whom goods is been sold to in order to achieve a short-term objective" (Winer & Dhar, 2011, p. 287).

1. Promotion

The similarities between advertising and salesmanship include a focus on ensuring a profitable sales strategy, and stimulating the appetite for a company's goods or services. In both cases, the marketing department generally has extensive involvement in advertising and promotional activities. Each area usually employs the company's brand and reputation to increase sales revenue, whether this is done through advertising or by promoting the company. The main difference between the two is in the strategic timeline, with advertising driven by a longer-term vision, and promotion often being of a shorter duration.

2. Profit Maximization

Both advertising and salesmanship aim at creating awareness and stimulating the interest of their prospective buyers to patronize their goods and services. In other words, the end results of advertising and salesmanship is to generate patronage. The profit-making companies often spend significant resources to ensure sales are sufficient to keep the company's operations lucrative. The advertising and promotion staff of a company both has a critical role to play in stimulating sales, and generally work together to enhance what the company is putting forth in the eyes of its customer base. In addition, advertising campaigns may broadcast promotions intended to stimulate demand for particular products.

3. Consistency

Consistency in using a brand is something that both the

advertising manager and the sales promotions manager generally keep at the forefront of their respective activities. When one plans a promotion of the other may prepare a media release to accompany advertising materials that may be produced according to standards that the marketing department has set in place. Management may determine branding standards and public relations policies for both departments to ensure advertising and promotion activities work in tandem.

4. Tactics and Goals

Coupons, off-price discounts, rebates and percent-off sales are among common sales promotion techniques. Companies use salesmanship or sales promotions for a variety of reasons. For instance, new companies use them to drive instant traffic. Clearing out excess inventory is another common intention. Additionally, companies use salesmanship to attract customers in hopes of also selling higher margin products. Generating immediate cash flow to cover short-term debt and expense obligations is another common and important purpose of sales promotions. On the other hand advertising agencies also use advertising to generate traffic in purchasing or patronizing a particular goods or services.

CONCLUSION

Advertising and salesmanship are essential in enhancing the purchase of goods and services. They are also complementary to each other. Advertising just prepares the background for the salesman's work, i.e., salesmanship, and it should complete the task which advertising has set in motion. Hence, there is need for marketing managers to know how to explore the two services. Advertisement alone cannot offer clarifications on the doubts of the customers about the products been advertised. The necessary clarification can be given only by salesmen. Even though, there are quite a number of differences between the two, one cannot work effectively without the other.

RECOMMENDATIONS

From the study above the following recommendations are be made;

1. Marketing managers needs to understand the peculiarities of advertising and Salesmanship, and know how to use the two.
2. Students of Mass Communication and Marketing need to understand the peculiarities of advertising and salesmanship.

REFERENCES

- Jones, J. P. (1997). Is advertising still salesmanship? *Journal of Advertising Research*, 37(3), 9. <http://link.gale.com/apps/doc/A19773979/AONE?u=anon~535008de&sid=googleScholar&xid>
- Mizuno, M., & Hoshino, T. (2006). *Assessing the short-term causal effect of tv advertising via the propensity score method*. researchgate.net.
- Pickton, D., & Broderick, A. (2005). *Integrated marketing communications* (2nd). Financial times management. www.amazon.com.
- Verma, D. (2018). *A Critical Review of Digital Marketing*, 8, pp. 321-339.
- Winner, R., & Dhar, R. (2011). *Marketing management* (4th). Pearson: Yale University. Retrieved 20th August, 2021 from, researchgate.net.