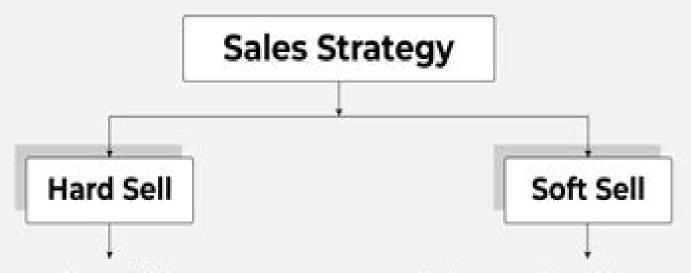
Hard Sell vs Soft Sell



- · Direct, aggressive, and high-pressure
- Creates a sense of urgency
- Does not focus on customer relationship
- Sells products of low-cost, shorter shelf-life, one-time usage product, and small businesses
- Markets products of huge stocks and less demand
- Uses a rational appeal

- · Indirect, gentle, and low-pressure
- Does not urgethe potential customer
- Extends a long-term relationsip with the customer
- Sell products of long-term, repeated usage, and brands
- Markets products of huge demand and less supply
- Uses a emotional appeal

Soft Selling In A Hard World

G. Richard Shell, Mario Moussa

Soft Selling In A Hard World:

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