

Relationship Selling

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Introduction

Relationship selling is a concept of marketing that entails building an alliance with the customer in to sell a product or service. The idea is not only to sell but to construct a bond that would be long-term in nature and be built around trust between the two parties. Relationship selling is also known as consultative selling. The problem with having a short sighted approach to selling is that it does not provide the customer with an impetus to come back to purchase for the seller after the current sale has been made. This means that the seller does not focus to trying to build confidence in the mind of the customer which in turn, forces the buyer to go elsewhere.

Discussion

Relationship selling is the modern alternative to the conventional approach of selling. The most important part of this approach is that the buyer the customer to repeat purchasing from the same outlet as before. This, in certain cases, has been witnessed to convert into a bond of friendship between the seller and the customer. Trust is the most crucial factor in this form of selling. It may take the seller a significant amount of time to build trust and friendship with the customer depending on the nature of the buyer. It also requires a certain amount of investment of emotion from both parties involved as the responsibility does not merely lie on the seller's shoulders. As is the case with other relationships, the bond, if broken once, would require the seller to put in a huge effort to restore the trust and confidence. More importantly, both the parties must keep each others' best interest at the center of the relationship they are about to build (Futrell, 2007).

In relationship selling, there must exist a win-win situation for both the concerned individuals. The seller and the buyer must have a feeling of having a fair deal for the transaction to be successful. Relationship selling takes place only when constructing a relationship is necessary. Therefore, when there are two or more individuals involved in the purchasing process, they must all be aware of what they wish to buy. Only on the existence of this condition can trust be built between the buyer and the seller.

Relationship selling is more becoming more important in business-to-business transactions. A company that purchases raw material for a vendor is always on the look-out for a relationship with the other party as it can help reduce the time and cost associated with a single purchase. By having a professional relationship with a buyer, organizations can improve their overall efficiency in terms of production. The focus of this form of selling is on solving the customers' problems they may be encountering along with fulfilling the needs through purchase. This is reflective of the customer-centered approach that is being implemented in businesses around the world. For this to be successful, it is essential for the seller to have an understanding of the needs of the customers (Johnston & Marshall, 2008).

Conclusion

The new approach to selling has altered the way customers were handled previously. Businesses are now running are more customer-focused approach to their selling processes by understanding and recognizing the needs and wants of the customers, along with building a relationship that would potentially result in repetitive purchase behavior.

References

Futrell, C. (2007). *ABC's of relationship selling through service* (9th ed.). Boston, Mass.:

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Johnston, M. W., & Marshall, G. W. (2008). *Relationship selling*. Boston: McGraw-Hill/Irwin.