

# 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 urge the potential customer
- Extends a long-term relationship with the customer
- Sell products of long-term, repeated usage, and brands
- Markets products of huge demand and less supply
- Uses an emotional appeal

# Soft Sell

**Siddappa N.Byrareddy**



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