

Chart of difference between Advertising and Personal Selling

Points of differences	Advertising	Personal Selling
Meaning	Advertising refers to the conversion-focused activities that are directed towards a specific target audience.	It refers to the face-to-face interaction in which one person who is the salesman tries to persuade the customer for buying the product.
Nature of work	Advertising is a one-way communication.	It involves two-way communication in which seller and customer both are interacting with each other.
Form	This is a impersonal form of communication.	This is a personal form of communication.
Focus	In selling, company focus to produce more and more products.	In this, the seller focus on doing more and more sales.
Interest	Advertising emphasis on creating the interest of the customer.	Personal Selling maintains the consumers interest and sell the products accordingly.
Strategy	In Advertising the Pull strategy is used.	The Push Strategy is used in Personal selling, because salesman try to convince the customer by explaining the benefits of the product.
Time	The message is conveyed to the number of people in less time.	The messages conveyed to a few customers only in relatively high time.
Feedback	In advertising the seller only shows the product or just does the advertisement therefore, he cannot take the feedback from the customers.	Due to direct interaction personal selling Facilitates instant feedback.