

Effective Sales Process

Proceso efectivo de ventas

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Abstract:

The sales department is the heart of any company, having sellers with the necessary skills and tools so that they can carry out their function, will have a positive impact at all levels of the organization. This article addresses issues that, both managers and the sales associates, must be present before, during and after approaching a potential client. In the sales process, the issues of the sales cycle and effective negotiation will be mentioned.

Keywords:

Sales, Negotiation, Sales Force

Resumen:

El departamento de ventas es el corazón de cualquier empresa, el tener vendedores con las capacidades y las herramientas necesarias para que puedan. desarrollar su función, tendrán un impacto positivo en todos los niveles de la organización, en el presente artículo se abordan temas que la fuerza de ventas, tanto gerentes como vendedores, debe de tener presente antes, durante y después de abordar a un posible cliente. En el proceso de la venta se mencionarán los temas ciclo de la venta y negociación efectiva.

Palabras Clave:

Ventas, Negociación, Fuerzas de Ventas

Introduction

Lorem In the following article models related to the process that the sales department must carry out to optimize the sellers, when using the models of the sales cycle, the functional level of the sellers will present a notable improvement; Effective negotiation is based on important points during the negotiation process, they are points that are not considered in more renowned models such as the Harvard negotiation model.

Sales cycle and sales process

One of the main objectives that companies should consider is to have a constant increase in sales, for this

the work team must focus on different factors that affect sales, for example the fashion of the product, the preferences and motivations of people before and during the purchase, among others, that is why organizations must have a well-trained sales force, since it is where the company has a greater influence, a well-trained team will be like gasoline for the sales engine.

The main point for the sales force is to be clear about what is an active sale and a passive sale, active selling is where the sales force seeks to influence the potential buyer (prospect), on the virtues of the product so that he voluntarily agrees to give an amount of money to access the product; unlike passive sales, this is where the sales

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force did not have an effort on the virtues of the product so that they can be purchased.

To be able to visualize these concepts you can take as an example the visit to a cinema, a passive sale is where buyers regularly already know what film they want to go to see, even beforehand, for this decision of the client, the staff of the cinema does not have much influence since rarely customers will be able to change their mind when buying the cinema tickets.

However, the scenario changes when the prospect reaches the source of sodas, since the sales force does generate an effort to increase the purchase ticket, regularly the staff offers to increase the purchase or additional products such as promotional cups or different types of toys and accessories of the film, with these two scenarios we can exemplify both concepts; the company must focus on active sales, which can ensure the increase in them.

For most types of companies sales have a cycle, by identifying what stage of the cycle your prospect is at, the strategy changes, the application of the correct strategy ensures an increase in sales; the sales cycle consists of the following stages:

1. Prospection
2. Build trust
3. Visualization
4. Product presentation
5. Objections and solutions to objections
6. Search for closing sales
7. Closing sales
8. After-sales service and customer services

Prospection

Prospecting consists of properly looking for potential customers, all companies have a target market, also known as the target, which are those people who have more possibility to buy our products since they meet all the characteristics previously defined for the product of the company, the ability to discover potential customers frequently is what distinguishes the successful seller from the one who is not [1].

The strategies that are most often used is cold contact, that is, looking for customers on the streets without being clear whether or not they meet the purchase characteristics for our product, for example when an employee of the bank or a department store, is in the aisle of the shopping center offering credit cards, in this type of practice, it is economical, but they have little degree of effectiveness; the ideal is to look for reliable sources of information where

the target of the company can be located, and then change them to purchase prospects.

A good strategy carried out by the sales and / or marketing department, can enhance the search for prospects; currently one of the media that has greater relevance are digital media for the following points:

- 72% of the population in Mexico has access to the internet.
- Its great scope.
- Different variety and means of advertising.
- 1 in 5 people who see advertising on the internet buy the product [2]

Build Trust

One of the most complicated points within the process of a sale, is to be able to generate trust to the prospect, either physically or virtually, it must be considered as a personal challenge for the physical sales process and an organizational objective for the case of online sales. Trust is one of the elements that will help the sales force to close a greater number of prospects since negotiating with a person who has confidence towards the seller, will generate that the process of the sale is faster and more effective.

For this the company must provide the sales force, elements that can distinguish its sellers from the competition, what is sought is that the seller at the time of having an approach with the prospect can easily identify elements of the company; it could be a uniform, the car labeled and colors of the company, catalogs, brochures, among other advertising elements.

The second aspect is towards the seller; he can build confidence in his prospect at the time of having a good personal presentation, taking as a reference personal hygiene, listening to and genuinely attending to the needs of the prospect; when the seller is well trained and does not hesitate to respond to the uncertainties of the prospect. Another way to rely to quickly build trust in prospects is to ask customers who have already purchased the product to refer a personal contact, since according to (Leon G. Schiffman, 2010) 78% of people trust a referenced source more than any other.

Visualization

The next step in the cycle of a sale is to know what needs and scope of the prospects, the seller will have to answer questions such as What problem or need does my prospect have and what product or service can solve his

problem or need? What is the purchasing power of my client? Has the prospect sought information with the competition? Have you previously tried to buy any products from the company? By solving these questions, the seller will have a broader picture of the prospect and can offer the product that solves your problems.

Failure to make questions of this type may result in the seller not providing the appropriate product; one of the most common mistakes of the seller, is to offer the product that has more value from the product catalog, this thinking that your commission for the sale will be much higher when selling the product of high price, however, when performing this type of dynamic, the seller will be in a position of disadvantage, because if the now customer realizes that there is a cheaper product and that covers their needs, will make the customer feel scammed and therefore generate a bad recommendation to the seller, which in turn will have a negative impact on the company.

Product Presentation

What will I get when buying this product or service? this is the question that the seller will have to answer to his customer prospect, the way to answer this question is to make a presentation of the product, this presentation must have two important aspects: elements of the product that cover the needs of the prospect and elements that cover the desires of purchase of the product.

In order to meet the section of "covering the needs" you will have to make a presentation of the characteristics of the product, that is, what the product is, for this you have to remember that a need is objective and primary needs can be presented (food, water, air, clothing, housing, etc.) and secondary needs that these are obtained with the relationship of the individual with others, for example, if a person has a primary need for housing, any type of housing may cover their primary need, however, the secondary need for interrelation suggests internally that they need a house with a large area where they can live with family and friends [3].

To "cover the wishes" you must have a list of benefits of the product, that is, in addition to the features and cover the needs. It must be clear that desires are irrational and subjective; desires are the form taken by human needs, shaped by culture and individual [4], for example, buying an iPhone cell phone covers communication needs, like any other type of cell phone, however buyers want that product because it generates status in them.

That is why the seller must have a list of features and benefits of their product, in addition to this, study and understand each of them well.

Objections and resolution of objections

The part that can be more complicated for a seller is the solution of the objections, since these are regularly understood by the sellers incorrectly, regularly an objection is heard with a little displeasure or discouragement by the seller, however, he should take it as another opportunity to improve his sales presentation and as a personal challenge to be able to close the sale.

An objection arises from lack of information or fear of the consumer; the lack of information is presented because at the time of making the presentation of the product, not all the characteristics or benefits of the product were mentioned, for example one of the most common objections is "it is very expensive", this objection represents a benefit that needed to be mentioned to justify the price of the product or the form of payment was not mentioned, therefore, the seller has to be attentive to the arguments of the prospect so that he can easily identify the origin of the objection and thus be able to solve it.

The best way to resolve an objection is to show empathy with the prospect and subsequently show a benefit or feature that can alleviate the lack of information or fear presented by the customer, for example, as mentioned above the most common objection is "it is very expensive", the seller could use a phrase like "I understand your concern, in the current times it is very important to use our money properly, that is why the product counts..." then the benefit that can clarify the objection, for example payments in monthly payments, some promotion that was not said, among others.

The follow-up of objections would be based on the client's response.

Customer Closing Search

In the sales cycle there is a time when the seller must assess whether it is an appropriate time to make a sale closing, if the seller takes the initiative to make a closing of the sale at an early time of the negotiation, it is very possible that the negotiation ends and not in a favorable way for the seller; this also happens when the seller takes longer to be able to seek the closing of the sale, for example, when the prospect has already mentioned that he is interested in the product and the seller continues to

talk about the characteristics and benefits of the product, there is also a great possibility that the negotiation against the seller will end.

So that the seller can identify what time is indicated, he must ask a question to the prospect, the question is, what do you think? with this question the prospectus will mention if he is already willing to buy the product or if he still has any objection to buy the product, with this the entrance to the closing of the sale is given.

Closing of sales

There are different ways to make a sales closing, which are:

- Direct sales closing
- Performing product demonstrations
- Special concessions
- For lost sale

The first type of closing, called direct sales closing, this closing is ideal for any type of seller at the time of questioning. If the prospect mentions that it is a good product or that it seems good, it is time to close sales, invite the prospect to sign the contract, make the payment of the product, the delivery of documentation, according to the sales process used by the company and the requirements requested by the company.

A demonstration closure consists of performing a physical test of the product, this type of closures are used for those products that are edible, tools, articles that can be manipulated, among others, the purpose is that the prospect can make sure of the operation or qualities of the product, in case it is a service that is marketed by the company, the seller will have to prepare audiovisual elements of presentation, such as videos of the service, images, sounds, etc.

The closing of the special concession consists of giving the prospect something additional to the product for the same price, including giving a lower price for the same amount of product or for the same product, for example, if the promotion enabled is 15%, to make the closing of sale you will be given 20%. It is important to emphasize that this closure should only be used as a last option, since if the prospect detects that you can give more than what is offered, the prospect will continue to ask for more discount or special benefits.

The lost sale closing is used by sellers who have more experience within the organization or experience as sellers, this closing is made at the time the prospect mentioned that he would not buy, the seller will have to

mention "I understand that you have decided not to buy with us, but privately and so as not to make the same mistake with another customer, Could you tell me why you didn't actually buy the product?", with this, the prospect will give you the real reason (an objection) of why you did not buy, therefore the seller will have a second chance to be able to sell you.

After-sales service and customer services

The last point of the sales cycle, but no less important, is customer service, the sales force will be able to make monumental efforts to convert prospects into customers, but at the moment, that the now customer receives poor attention in the company, this customer will no longer buy in the company, he will even be able to give bad recommendations with his contacts; as mentioned above, at the point of building trust, 78% of people trust what a friend or family member refers to; for each poorly served customer it will generate 10 fewer customers.

To reduce the probability that the now customer receives a bad intention, it is important to use the triangle tool of customer service [5], this tool mentions that we must focus on three points, mainly:

- The service strategy
- Systems
- The people

These three points must be focused on customers. The service strategy refers to all levels of the company being willing to give excellence in customer service, seeking excellence in service and customer service, is implemented using customer service indicators, for example, the number of complaints, the number of requests resolved, the number of calls answered in a certain number of times, among others.

The systems refers to the means by which the attention to customers will be given, these can be digital or physical, this point is important, since it should be sought to have all or most of the possible means for customer service, since there are customers who prefer face-to-face attention, but today there are people who prefer attention through digital media such as social networks.

The people; is the column of all the effort to seek quality in customer service, without people you will not be able to reach the established objective, that is why, for customer service you have to have the right number of people and that people have the right training.

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