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К. А. LOBAS

MAIN SALES TECHNIQUES AT THE ENTERPRISE

The article deals with the study of existing sales promotion techniques and their effective management. The idea that the proper use of sales techniques can significantly increase the level of awareness of the company and contribute to its successful development is substantiated. Trade has always been (and still is) a relatively simple, affordable and reliable business activity. But, we must admit that even in the age of fierce competition, not all modern top managers, office consultants, salespeople and agents have the sales techniques and relevant skills. How to successfully raise sales in an online store? How to increase company profits? How to manage sales effectively? By efficiency, we mean increasing sales. Unfortunately, there is no universal recipe for how to increase trade efficiency. Each company selects its own technique by trial and error, repeatedly testing it in practice. A meticulous approach is working - you need to gather staff with experience and good sales skills or to train your own team. Successfully chosen technique of effective sales answers all the questions asked. The paper provides recommendations for the use of sales promotion techniques. Describes how social networks can affect sales and brand, how accurate customer knowledge can increase existing customers' reach and reach new customers. It is hard to surprise a whimsical modern client. The market is overflowing with similar offers, each business has serious and dangerous competitors. Effective sales techniques (telephone, online, and so on) are a prerequisite for developing a company and maintaining stability in sales. The author focuses on how quality customer service provides a great advantage among competitors and increases the level of loyalty, and concludes that impact techniques depend on many factors and are situational in use.

Keywords: sales, management, profit, customers, advertising, systems, sales, company, sales techniques.

К. А. ЛОБАС

ОСНОВНІ ТЕХНІКИ ПІДВИЩЕННЯ ПРОДАЖІВ НА ПІДПРИЄМСТВІ

Стаття присвячена питанням вивчення існуючих технік підвищення продажів та ефективному управлінню ними. Обґрунтовується ідея про те, що саме грамотне використання технік продажів може значно підвищити рівень пізнаваності компанії та сприяти її успішному розвитку. Сфера торгівлі завжди була (і залишається зараз) порівняно простим, доступним і надійним напрямом підприємницької діяльності. Але, треба визнати, що навіть в епоху жорстокої конкуренції далеко не всі сучасні топ менеджери, офісні консультанти, продавці й агенти володіють техніками продажів та відповідними навичками. Як успішно підняти продажі в інтернет-магазині? Як збільшити прибуток компанії? Як ефективно управляти продажами? Під ефективністю ми розуміємо збільшення обсягів продажів. На жаль, універсального рецепту, як збільшити ефективність торгівлі, не існує. Кожне підприємство підбирає власну техніку методом проб і помилок, багаторазово тестуючи її на практиці. Скрупульозний підхід дає свої результати – необхідно зібрати штат фахівців з досвідом і хорошими навичками у продажах або тренувати свою власну команду. Вдало обрана техніка ефективних продажів дає відповіді на усі поставлені питання. У роботі надаються рекомендації для використання технік підвищення продажів. Описується, як соціальні мережі можуть впливати на рівень продажів та бренд, як точне знання про клієнта може збільшити рівень продажів серед існуючих клієнтів і залучити нових. Примхливого сучасного клієнта важко чимось здивувати. Ринок переповнений схожими пропозиціями, у кожного бізнесу є серйозні і небезпечні конкуренти. Ефективні техніки продажів (телефоном, онлайн і так далі) – необхідна умова для розвитку компанії і підтримки стабільності у реалізації. Автор акцентує увагу

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на тому, як якісний клієнтський сервіс дає велику перевагу серед конкурентів та підвищує рівень лояльності, а також приходять до висновку, що техніки впливу залежать від багатьох факторів і є ситуаційними у використанні.

Ключові слова: продаж, управління, прибуток, клієнти, реклама, системи, відділ продажів, компанія, техніки продажів.

К. А. ЛОБАС

ОСНОВНЫЕ ТЕХНИКИ ПОВЫШЕНИЯ ПРОДАЖ НА ПРЕДПРИЯТИИ

Статья посвящена вопросам изучения существующих техник повышения продаж и эффективному управлению ими. Обосновывается идея о том, что именно грамотное использование техник продаж может значительно повысить уровень узнаваемости компании и способствовать ее успешному развитию. Сфера торговли всегда была (и остается сейчас) сравнительно простым, доступным и надежным направлением предпринимательской деятельности. Но, надо признать, что даже в эпоху жестокой конкуренции далеко не все современные топ менеджеры, офисные консультанты, продавцы и агенты обладают техниками продаж и соответствующими навыками. Как успешно поднять продажи в интернет-магазине? Как увеличить прибыль компании? Как эффективно управлять продажами? Под эффективностью мы понимаем увеличение объемов продаж. К сожалению, универсального рецепта, как увеличить эффективность торговли, не существует. Каждое предприятие подбирает собственную технику методом проб и ошибок, многократно тестируя ее на практике. Скрупулезный подход дает свои результаты - необходимо собрать штат специалистов с опытом и хорошими навыками в продажах или тренировать свою собственную команду. Удачно выбранная техника эффективных продаж дает ответы на все поставленные вопросы. В работе даются рекомендации для использования техник повышения продаж. Описывается, как социальные сети могут влиять на уровень продаж и бренд, как точное знание о клиенте может увеличить уровень продаж среди существующих клиентов и привлечь новых. Капризного современного клиента трудно чем-то удивить. Рынок переполнен похожими предложениями, у каждого бизнеса есть серьезные и опасные конкуренты. Эффективные техники продаж (по телефону, онлайн и т.д.) - необходимое условие для развития компании и поддержания стабильности в реализации. Автор акцентирует внимание на том, как качественный клиентский сервис дает большое преимущество среди конкурентов и повышает уровень лояльности, а также приходит к выводу, что техники воздействия зависят от многих факторов и являются ситуационными в использовании.

Ключевые слова: продажа, управление, прибыль, клиенты, реклама, системы, отдел продаж, компания, техники продаж.

Introduction. Today, economic activity in the context of market relations, increased competition and other aspects require continuous development of organizations and management of the enterprise. It is possible to provide a stable income only when creating a competent and progressive sales management system. The urgency of the work is that sales management at the enterprise performs the main function and exploring the possibilities of improvement of this activity will allow the enterprises to increase the efficiency of their activity both by optimizing current efforts aimed at finding customers and selling products, as well as by finding new directions of sales[10].

The market is full of similar offers; each business has serious and dangerous competitors. Effective sales techniques (telephone, online, and so on) are a prerequisite for developing a company and maintaining stability in sales.

Analysis of recent research and publications. The theoretical relevance of the topic determines the degree of scientific development of this problem. Jill Conrat describes in his book *Flexible Sales. How to sell in an era of change*, about how important it is for a sales manager to have speed in making decisions, in an era of change. Stefan Schiffman reveals misconceptions in communicating with customers and teaches sales techniques. After all, the main goal of any company is to create and maintain long-term relationships with customers. And this can only be achieved by speaking with customers in the same language. Robert Cialdini talks about the mechanisms of motivation, the rules of assimilation of information and decision making. A lot of specialized literature is devoted to the formation and implementation of sales techniques, however, the works of the following scholars deserve the most attention: Scriptun E, Kondrashov B, Fatrell Charles M, Ferney D., Lee.

Analysis of the issue. Sales – a business concept that describes almost any commercial activity, business in general. Sales are most often the final stage of the business cycle of a commercial enterprise. It is used only in the plural, in contrast to the term "sale" (one-time sale of something specific). Sales are currently a practical rather than a theoretical discipline. Numerous educational

practical trainings on the development of specific sales skills, articles and books on the specifics of a particular type of sales, etc. are devoted to sales [16].

The purpose of the work is to learn the basic elements of the sales system and to familiarize with the automation of sales management in the enterprise. Enterprise sales management is a complex process that has many elements. The ambiguity lies in the lack of a unified approach: some believe managing sales means motivating people responsible for product sales, others are convinced that successful sales must first and foremost work with sales channels, while others focus on automating customer engagement. Therefore, sales management makes sense to understand both the motivation of the staff and the improvement of business processes, which in the complex will lead to a significant increase in profits.

The modern market offers so many goods and services that without the ability to properly and efficiently sell their product, no company can survive. A good seller is one who can interest a potential buyer, give him a good presentation of the product, correctly respond to all objections and questions, and ultimately sell the product to him. In order to teach this, whole trainings are created, seminars and courses are held [15].

Many support the view that not everyone can become a good salesman. To do this, one must possess not only the theory of effective sales, but also possess certain qualities of personality and character. Being a good sales manager is not only a profession, but also a kind of state of mind.

There are certain characteristics by which you can distinguish a good and experienced seller. However, far from always all of them must be present without fail. It so happens that the seller has a literally magical inner charisma and can sell any product to any person, even if there are some gaps in other characteristics. A good sales manager is a specialist who [3]:

1. Speaks competent speech.
2. Understands the entire production technology of the product and its characteristics, and can competently answer all questions of interest to the buyer.

3. Has good intelligence, and can maintain a conversation with the buyer.

4. Is able to listen and hear what the buyer tells him. This is necessary in order to understand the needs and requirements of the buyer and offer him exactly what can satisfy him.

5. Has a neat and presentable appearance, speaks with a friendly smile. The sales manager represents not only the product that is currently selling, but also the entire organization in which he works. Therefore, what the buyer will have about the whole company depends on the impression that the buyer will have from a conversation with the seller.

6. Professionally responds to any situation that may arise during a conversation with a potential buyer. For example, one client needs to explain in detail and several times the functional characteristics of the product, another will require the provision of quality certificates, the third needs arguments regarding why he needs this product. None of these situations (and many others) should lead the seller into a dead end and make him bewildered [5].

In order to be effective, the sales management system must be comprehensive, integrating a large number of elements, including [1]:

1. Determination of the target audience: their needs, optimal price range, strategic niches of the market and tactics of exploring new directions.

2. Existing distribution channels: possible types of distribution channels, obtaining information from potential dealers and distributors, exploring the needs and conditions under which cooperation is possible.

3. Channel management: sales planning for each channel individually, training and incentives for sales system members, feedback support, constant quality control, results adjusting.

4. Organization of sales department: setting clear tasks, distribution of functions, staffing and technical support.

5. Management of sales department: clear planning, motivation of employees, exchange of experience, joint summing up, evaluation of work of department and personal contribution of each employee, determination of sales value.

6. Relationship management: search for potential clients, build sales for the needs of specific clients, presentations and negotiations, selection of arguments, conclusion of agreements.

7. Adjustment of the sales system: the overall assessment of the system and its regulation depending on the results.

Starting to learn the tools and techniques of sales it needs to be well-versed in sales.

Active sales are the most time consuming, but they are the most productive ones. The technology of active sales by phone is quite complicated. It involves the gradual collection of data to build a database of leads. This happens through the search for new buyers and cold calls. The collected base is subject to processing. Active sales methods are very diverse. The sales manager requires maximum returns and initiative, the buyer in this tandem is passive. This is characterized by active sales [12].

Passive sales - on the contrary, do not involve the

active actions of the manager, they have the initiative given to the client. But it needs to use specific sales techniques to maximize productivity. A buyer, who doubts the choice between the two products is ready to listen to additional information that will help him to decide and make a purchase.

Direct sales. The scheme of direct sales is simple and almost primitive - the manager and the client meet, there is a presentation of the goods, an agreement is made. Direct sales have a significant difference from others - the lack of intermediaries [12].

Indirect sales. This type is very common in large companies. Techniques such as franchising and merchandising are used. The first technology is to obtain the right to run a successful business, the second - to properly place goods on storefronts and hold appropriate promotions.

Determining what specific types of successful sales the company will apply, rules, technology, best tools and effective sales methods are selected [13].

I have analyzed several recommendations from modern articles for successful sales management :

1. Brand recognition. Brand recognition affects the credibility of the business and contributes to the emergence of new sales and promotes repeat ones.

Here are some methods to help make your brand more popular:

Create a loyal audience around the brand, take advantage of mutual PR and offer cooperation to other brands. [12].

2. Look for a place to meet with clients on social networks. Show the right message to the right audience. This is a universal principle of communication on any site. Social networks are no exception.

Targeted advertising is an ideal way to meet a potential customer on social networks. So far, of all social networks, Facebook offers the widest range of tools for setting ads. Therefore, it is advisable to pay attention to it first of all [9].

3. Use the power of email marketing. It is important to constantly work at the base, and a proven lead is to protect and educate. Email marketing is one of the main ways to build a long and trusting relationship with your client.

In modern researches there are 3 reasons to work with the contact database:

- promote resale;
- contact a potential customer if he threw the goods into the basket;
- strengthen brand loyalty through newsletters with quality and useful content.

Often, e-commerce relies solely on ads on Facebook or Google as the primary tool for sales promotion.

So the business is in a dependent position. Objects can change their privacy policies, introduce new advertising policies, add restrictions, and entrepreneurs must constantly adapt. On the contrary, the email database is like a pillow: with contacts at hand, in which you can always contact the client directly [4].

4. Find out as much information as possible about the client. If they do not buy the product, it means that perhaps the company is selling it to the wrong customers.

The company should learn as much information as possible about the client and create a portrait of the client from the target audience. And it's not just about age, field and geography. The following questions will help you create a portrait of a company client:

- What worries the customer and how the product will help get rid of these problems
- What prevents the buyer: what are the concerns of the client (dealing with objections)?
- In what corners of the Internet does the client spend more time?

Answers to these questions will help the company decide what to sell, how and where to do it [7].

5. Direct sales marketing offers quite specific NLP techniques that cannot be recommended as universal. With some buyers, this kind of sales marketing will bring great results, with others it may not work at all. Knowledge of the rules of successful sales must be combined with the knowledge of psychology [17].

Psychology is the basis of NLP technique.

Reflection. By observing the client's behavior, the pace of his language, his mood, the manager takes the same position, creating the most comfortable conditions for communication and demonstrating his intention to help with every request.

Non-verbal contact. A friendly, unobtrusive touch on the shoulder or arm sometimes brings an unexpectedly positive effect with a light and relaxed gesture.

Compliments. Not the rude flattery but the subtle compliments of a company with a sophisticated game of vanity, work for managers who understand the nuances of this technology.

"Yes, but ..." Knowing the most common customer objections, the manager can prepare the most favorable answers in advance. The customer's objection cannot be disputed. It is better to agree and then justify arguments that invalidate the claims made. As practice shows, such counterarguments are quite effective [14].

6. Make quality customer service your competitive advantage. Gaining customer love and trust is a long and reliable way to increase sales. When anxiety is felt at all stages of interaction with the brand, the client wants to always come back for pleasant emotions.

A satisfied client will not only want to return to the company, but will also recommend this to friends and acquaintances [6].

The minimum program is not to create additional difficulties for the client and not to force him to take unnecessary actions. Maximum – depends on your capabilities and desires.

Efficiency: the client can contact in a convenient way for him and quickly get answers to your question. Using multiple channels to communicate with customers is a plus. Communicate on the site, on the social network or in the messenger, by mail and, of course, by phone, to which the manager always answers and politely answers.

Transparency: Clearly define return conditions, terms and conditions of warranty service; if there is anything in the price tag, the company should immediately inform the customer of the additional costs [8].

Feedback: the client refused – the company must find

out why; The company needs to find out why they gave a negative rating, do not attack the client, but you need to understand the company, why the client is dissatisfied.

The company should not forget to improve the product itself: no bonuses and good service will work if customers are constantly disappointed in the product. This should pay attention to reviews and improve the product if the company wants a long-term relationship with customers [11].

Conclusions. Today, successful sales do not just require managers with "bases" and earned contacts. The market is now dictating new rules. Companies and people in these "bases" can have zero or minimum budgets. Now the value is different – the ability to find new contacts and new opportunities, faith in yourself and in your product.

Effective sales management can be carried out using the sales techniques described above, and the technology of the stages of the sales process is also used. Applying and using all the stages, you can significantly increase sales of the enterprise, as well as attract new customers and keep existing ones. Assortment management is to ensure that the producer promptly offers a certain set of goods that would most fully satisfy the requirements of certain categories of customers.

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