

SALES ACTIVITIES AND FLOWCHART

Sales Activities and Flowchart

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Overview

Sales activities differ from business-to-business and business-to-consumer. Businesses implement different types of selling activities to accomplish their sales goals. Each type of sales activity has a specific function or technique. Some selling activities are negotiation, lead generation, and approach to the customer, networking, and closing the deal (Coach 4 Growth, 2007). To understand how to implement a sales activity, a business must first understand sales activity.

Selling Activities

Sales activities are the result of a business's planning and preparing to execute the activities (Coach 4 Growth, 2007). A sales activity involves the seller or owner of goods completing a transaction through an activity that sets up the sale. The individuals who represent the sales activities are salespersons that handle the sales activities and transactions.

Negotiating Activities

Negotiation is an important sales activity that will make or break a sale. Negotiation is the technique of negotiating or coming to terms within an agreement (Word Net, 2009). In business-to-business or business-to-consumer an agreement and terms in a sale are important. Negotiation in business-to-consumer is implemented in an environment, such as retail. A retail sales associate will use negotiation to persuade a customer to purchase the company's products. Certain sales phrases are used to help influence their choice. Brown Shoe Group offers free home delivery to all customers when a size or style is not available in the store (Famous Footwear, 2009). Not all customer want to wait the five to ten business days for their purchase to arrive either through UPS or the postal office. To meet the customer halfway, Brown sales associates can measure a customers foot, have a customer try on the style that

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maybe available in a different color in the store or repeat the fact that the home delivery is free and only takes five to ten business days.

Other factors in sales negotiation is the price comprise of a product between the buyer and seller (Business Balls, 2009). Price comprise will occur in both a business-to-business and business-to-consumer transactions. When a Brown Shoe sales associate is using sales negotiation, they generally will use the current sales promotion to help secure a sale. An example of price comprise is Famous Footwear's Buy One get One Half off sale (Famous Footwear, 2009). This informs the customer not only are they buying one pair especially at a sale or clearance price, but also they can receive a second pair for half off. The key word when negotiating a sale is "savings."

When a company uses good sales negotiation the bottom line and the company is successful. Just implementing the use of good sales negotiation can help increase revenue by 10%. Sales negotiation when effective can result in improving quality, consistency, and competitive advantage for an organization. If effective, sales negotiation will be the difference of whether or not a business succeeds or fails (Business Balls, 2009). Negotiation is completely different from lead generation.

Lead Generation

Lead generation is an important sales activity that helps increase customer awareness, which in turn drives sales. Lead generation consists of a business or agency developing a medium, such as website that promotes and advertises a businesses product or service. The purpose of the promotion of the business product will link consumers directly to the website, in which consumers will find directories and informational links. A business will be looking at opportunities to increase their return on investment (ROI) as a result of business with the increase in customer awareness (Blake, 2009). The result of lead generation is that a consumer or business obtains information on a particular product or service that interests them and a business receives the opportunity to sell the product. Lead generation is similar in characteristics to another sales activity known as customer approach.

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Approach to Customer

The meeting occurs between the salesperson and the customer, who is the prospect. During the sales meeting a salesperson will describe the product and the benefits of the product to the customer. The sales meeting will not consist of the seller discussing the product, but a discussion of the product between the seller and buyer. This approach of using the sales meeting is more effective in accomplishing a sales goal (Know This, 2009). The sales meeting consists of stages, in which crucial data is gathered to accomplish the closing of the sale. The first stage in the sales meeting is to establish a rapport with the customer. Following this the seller will gather background information from the customer asking specific questions. If it is a seller and buyer relationship of business-to-business the background information that a seller will gain is to learn about the customer's company and industry. Once the needs of the customer are accessed the seller can present the product (Know This, 2009). A sales meeting

Brown Shoe Group uses sales meeting when establishing new relationships with new vendors. As the buyer in the seller and buyer relationship, they are on the receiving end of the presentation that a vendor will present. Vendors, such as Nike and New Balance will sell product to the buyer, which will be sold in the Famous Footwear stores. The buyer of Brown Shoe will choose select products from available vendors that represent the needs of the current markets.

Reporting Process

The reporting process enables salespeople to manage sales activities. The reporting process consists of activity logs, work pending reports, and lead tracking. Activity logs provide a business with past activity descriptions and planned future actions. Working pending reports are detailed listing of the planned tasks and tactics of a business. Lead tracking generates reports that show the level of sales, financial data, and productivity. These reports can be classified by source, date, sales associate, store, and indicate whether the company has taken a win or loss (Tracker Suite, 2009). Productivity indicators help

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report specifics of selling activities. The reporting process provides businesses, such as Brown Shoe Group with sales intelligences, which monitor the goals of the company.

Monitoring Goals

Sale intelligences are techniques that lead to lead generation through identifying new sales opportunities within the existing market. When new sales opportunities are implemented sales improve. Businesses, such as Brown Shoe Group implement the use of sales intelligence software to give the company instant access to information about customer buying trends and behavior (Brown Shoe, 2009). The results of analyzing sales intelligences are developing strategic promotional campaigns. Sale intelligences provides management with insight into the customer, product, and sales so sales strategies and selling processes can be modified to make the company successful (Cook, 2008). Sales intelligence techniques that Brown Shoe uses to measure sales and employee productivity are productivity indicators.

The productivity indicators enable a Brown Shoe store to see if they are within reach of meeting sales goals. The productivity indicators measure sales through accessories, home deliveries, and rewards (Brown Shoe, 2009). If a store is not within range of the sales goal new selling techniques and coaching of management need to occur for the stores to accomplish the sales goals.

Team & Training

Building a sales team is essential to the success of a businesses sales goal. Whether a business-to-business or business-to-consumer environment planning and preparing to build an effective sales team is necessary. The elements that all businesses need are advertising, recruiting, interviewing, and training. A sales manager of a company should setup a compensation structure that helps attract and recruit the right people for a sales team (How Stuff Works, 2009). Most businesses especially business-to-consumer businesses will spend time to build an effective sales team by emphasizing on a sales associates training.

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Effective sales training involves the growth and development of sales professionals. Sales managers need to encourage salespeople to invest time actively engaged in selling (Obringer, 2009). Sales training includes different methods to coach the sales employee of a business.

Brown Shoes Group trains new salespeople upon hire through a four step course guide within the learning development. The learning development covers particular areas of importance in the business (Brown Shoe, 2009). Some of the topics of the learning development course that Brown Shoe implements are respect in the workplace, home delivery sales, and customer service.

Respect in the workplace covers the policies that a sales associate must abide by, such as tolerance, and diversity. Home deliveries segment informs the sales associate of how to close sales that is a home order by entering specific data into the palm pilot units. Customer service informs the sales associate of the existing markets, selling techniques, and sales goals/expectations (Brown Shoe, 2009). To ensure sales associates are understanding their tasks and concepts a store manager, associate manager or assistant manager will conduct a training activity. If the sales associate completes the activity the manager will sign off whether, they pass or fail.

Sales training and team building differ in business-to-business and business-to-consumer because of the business. Business-to-business implements techniques that are a more contractual level with buyers and sellers because one business is selling to another business (Business Link, 2009). Business-to-consumer implements the use of hands-on coaching and development to ensure salespeople are led in the direction when implementing the selling process.

Final Thoughts

Without sales activities business-to-business and business-to-consumer sales would not be possible. If the lack of sales activities were like the barter system, no agreement or utilization of information for the consumer could be made to generate a solid decision. Sales activities, which are implemented by salespeople, establish a relationship between the buyer and the seller. Depending on the

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approach to the customer an agreement could be made (Word Net, 2009). Through a thorough presentation of the product following the gathering of information on a customer's needs a salesperson can decide a course of action. The course of action will implement sales activities, such as negotiating sales, lead generation, approach to the customer, the reporting process, monitoring goals, and team, and training. The implementation of sales activities results in the closing of a sale if successful.

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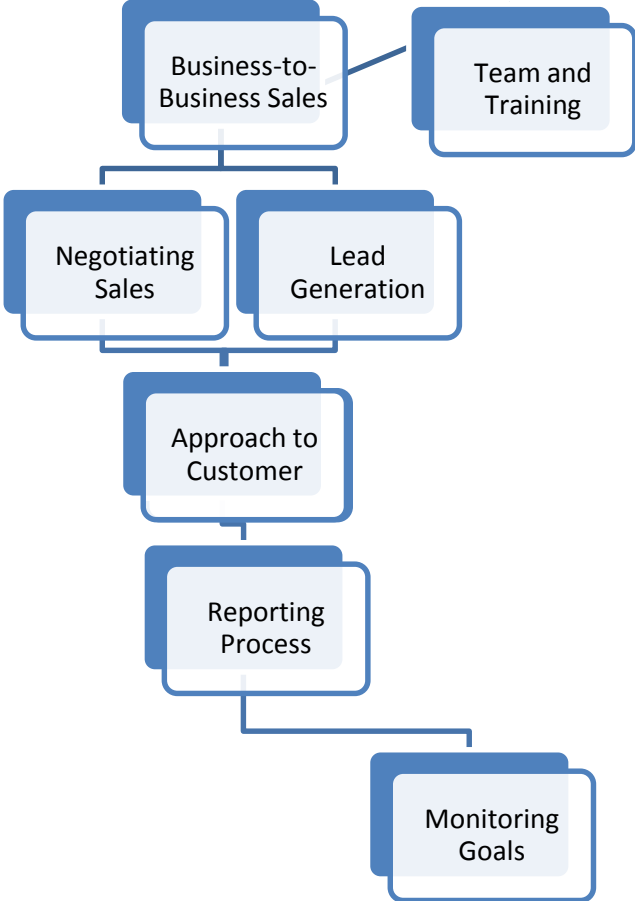
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Appendix A

Selling Activities for Business-to-Business Sales



Appendix B

Business-to-Business Sales and Business-to-Consumer Sales Comparison

