

Complete Sales Strategy and Opportunities for Successful Sales

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ABSTRACT--- *The outcome, either successful or not, of said deal having both human and business characteristics, is connected to the personal-subjective diagnostic ability of the salesman as far as sales opportunities are concerned, and to his ability to formulate arguments effective and persuasive during the whole course of the presentation. The Relations that salesmen develop with prospective customers are subject to a constant process of repetitive calls and contacts leading to a final result, either successful or not. In any case the possibilities of success in sales are strictly connected to an ideal and productive relationship between salesman and customer, based on the secret of repetitive contacts.*

Keywords--- Sales opportunity, Sales circle, Complete sales strategy, Sales calls, Sales contacts, Development contacts

1. INTRODUCTION

A Sales Circle starts the moment the Sales Department foresees a sales opportunity and is completed with the fulfillment or cancellation of a business deal. The outcome, either successful or not, of said deal having both human and business characteristics, is connected to the personal-subjective diagnostic ability of the salesman as far as sales opportunities are concerned, and to his ability to formulate arguments effective and persuasive during the whole course of the presentation. The elements, which contribute to the discovery of a true Sales Opportunity and underline its importance are:

- The location of a need, expressed or not, of a prospective customer.
- The expressed intention of said customer to purchase a given product.
- The clear intention of prospective customer to substitute his current salesman-supplier with another or the product he usually buys with a similar one, used for the same purposes and having more advantages.
- The existence of sufficient funds and financial fluidity as well as a query regarding the solvency of prospective customer.
- Negotiation on the time schedule of the first order and frequency of repetitive orders according to a mutually agreed plan, after evaluation of the consumption frequency of said product by such prospective customer.
- The query and utilization of previous information regarding “Sales Opportunity” contributes clearly to the modulation of a safer Sales Strategy.

2. METHODOLOGY

The objective of this particular article, is to examine in details the complete sales strategy and opportunities for successful sales, so as to apply an effective business and marketing policy which has as a purpose to attract even more and more customers from the market as also to retain the existed one.

2.1 *Research Strategy*

Based on those facts, author affects his research strategy by focusing on a special research about the conduction and adoption of complete sales strategy and opportunities for successful sales on behalf of business.

2.2 *Research Style*

The approach taken within this article is inductive and it formulates a theory following the collection of information as opposed to examining the merits of an already developed theory about successful sales. The inductive

approach is more suitable to this research because it allows a more flexible structure to allow for changes in the research process.

2.3 *Methods of Data Collection*

Due to the theoretical nature of this article, secondary research methodologies are used leading to the implementation of triangulation within the methodology, which increases reliability. A number of methods will enable the researcher to gain greater understanding of the factors affecting the complete sales strategy and opportunities for successful sales.

2.4 *Secondary Data*

For the purpose of this article, secondary research is recommended; more specifically, academic books, academic past researchers and studies, journals, several newspaper articles, market research reports, and appropriate articles are being used as well as a variety of websites related to the subject of the study about the use of complete sales strategy and opportunities for successful sales.

3. MAIN BODY ANALYSIS

3.1 *Keynotes for Successful Sales – A Complete Sales Strategy*

The upward course of companies selling either products (industrial or else) or services, depends directly on the productivity and effectiveness of each company's Sales Department. Therefore everything depends on the ability of the staff to reach a successful agreement with the customer. The strategic steps defining an outstanding course in the field of Sales and Marketing are the following [3], [5] :

- Correct location and understanding of needs within the target market, for the promotion of products as well as the forecast of future tendencies, which will probably restructure the existing market conditions.
- Size evaluation of said market (market size) and of the share any company aims to (market share).
- Thorough analysis of future buyer's profile and study of quality criteria influencing their purchasing decisions.
- Strategic planning in order to meet competition. Change of tactics on the basis of selling points or advantages of the promoted products. Market share analysis per main competitor.
- Evaluation of present distribution networks and competition impact and control, as well as new distribution methods for the quick and efficient promotion of the product to customers. Comparison of distribution cost with sales profitability.
- Sales planning by focusing attention on the known characteristics and benefits stemming from usage of each product. Also definition of viability, market policy and advertising policy planning to support the product.

It should be noted that a very efficient, and thus successful, scenario of direct sales includes:

- Implementation of sales techniques combining both rational and emotional factors.
- Perfect knowledge of the product for sale.
- Consulting, active participation of salesman in the sales process.
- Impressive, lively and efficient presentation, both "striking" and "touching".
- The feeling of "uniqueness" that the customer should feel, through the general approach of the salesman as well as the quality of products offered.
- Trust and confidence, on the basis of which the customer should show his preference to a specific product.
- The process of questions and answers for query, the ascertaining of the constant attention and interest on behalf of the customer, as well as the handling of objections that might be brought forward.
- The listing of the characteristics of the product as being beneficial to the customer.
- The evaluation of the product and presentation of its cost as one of the main criteria, which should lead the prospective customer to the purchase of such product.

3.2 *Main Conditions for Increased Sales Profitability*

An objective target of enterprises is the achievement of profit and in the long run its continuous increase, through a series of profitable agreements – transactions taking place in the market and leading to mutual obligations and commitments [1]. Such obligations are centered in the promotion of products and generally the trading activity of the company, through positive relations between Sales Department and customers, which will be Total Customer Satisfactory. Therefore, the main interest of a Sales Department is the maximization of profit, which can be achieved through [4], [6]

- the increase of sales volume (quantities-items). This does not mean of course that any increase in quantity of sales entails a relative increase in profit, because increased sales volume and selling prices are strictly connected. An eventual decrease in selling prices will probably cause an increase in sales volume, but at the same time a decrease in profit margins. On the other hand, the sales increase which is due to a bigger effort and to a very methodic work on behalf of the salesmen, as well as to a better penetration into the market, is certainly added to the success of sales strategy as a whole.
- the increase of selling prices of products or specific range of products, leading consequently to an increase of the final profit, given that sales volume remains invariable and on condition that the following factors have been taken into account:
 - ❖ General market conditions
 - ❖ Pricing analysis of competition products
 - ❖ Maintenance of the existing market share
 - ❖ Positioning strategy to be followed
 - ❖ Estimation of possibilities for expansion in the market
- The Sales Manager in collaboration with the Marketing Department, during the crucial period of price fixing, is faced with one of the most serious dilemmas, namely choosing between applying either a high pricing strategy and eventually limited expansion into the market (skimming pricing policy) or a low/ accessible price strategy for a wide penetration into the market (penetration pricing policy). Profits can stem from both strategies [8].
- The increase of the company's turnover, as a result of increased prices or increased number of items sold, due to a dynamic expansion into the existing market, creation of new products or new usage of traditional ones, penetration into other markets, restructure of gross and net profit margin on sales etc[2]
- The more efficient presentation of sales. But what does that mean?
 - New, modern sales techniques
 - Impressive argumentation than can make a difference
 - Accurate definition of characteristics and advantages of the product
 - Fair handling of eventual objections
 - Fair evaluation of the "time" factor etc.
- The effective and persuasive presentation is one of the main criteria of successful increase of clientele and better and bigger sales guaranteeing higher profits.
- The decrease in number of transactions between salesmen and customers, which are unprofitable to the company and often detrimental.

Such transactions between salesmen and customers, are ranked as follows according to their importance:

Primary transactions

Here we have big sales prospects, a need for a complete sales strategy, as well as organization and coordination of sales personnel for best exploitation of market possibilities and opportunities [10]

Secondary transactions

Properly exploited, they could be the "golden sales opportunities" for the future. On the other hand, the process of investigating eventual opportunities is rather difficult; as it depends mainly on factors such as cost, order frequency, method of payment, the perspective of each trading sector etc [9].

Counterproductive transactions

The main target here is the gradual cutoff of specific trading transactions, which by all means are judged unprofitable. It should be noted that in this case applies as well the famous Pareto law, according to which the 80% of the company's turnover will be effected by the 20% of the clientele (primary and secondary transactions), while the remaining 20% of the turnover will come from the remaining 80% of the customers (counterproductive and secondary transactions) [7].

- ❖ The increase calls and redistribution of contacts, meaning more quality contacts of salesmen at each initial sales call, which will lead to the creation of new clientele in distribution points of interest and to the increase of market share.
- ❖ The expansion of trading activity in new local market on rising foreign markets, within the frame of the company’s export oriented strategy.
- ❖ The decrease of cost, which of course according to the nature of the product can be effected as follows:
 - Elimination of products the promotion of which is very costly and the respective profit very low. Reduction as well of those products that are excessively slow in penetrating the market, causing consequently high financial cost.
 - Reduce of redundant personnel burdening the company and affecting its function and efficiency
 - Rationalization of sales organization by geographical areas. Creation of a flexible representation network.
 - Gradual replacement of machinery and equipment with modern equipment, aiming to increase productivity.
 - Constant improvement of targeted sales, both in volume and value, by promoting new products, inventing new methods of use for the existing ones, expanding into new markets and covering wider parts of the market.
 - Best organization and programming of sales network in terms of distribution networks, evaluation criteria for new geographical areas of expansion, regional development, new profitable market share, follow up and implementation of sales programs.

Among the basic benefits stemming from maximization of the company’s profits are [6], [4] :

- Recruitment and cooperation with highly qualified, experienced, professional and skillful personnel.
- Development of new products – innovation
- Materialization of advertising programs for product support
- Financing of research and development activities
- Purchase of reliable guaranteed materials etc.

3.3 *Methods of Achieving Success in Sales:*

(Calls – contacts and Sales development)

The Relations that salesmen develop with prospective customers are subject “to a constant process of repetitive calls and contacts leading to a final result, either successful or not.” The following table analyses the philosophy of this procedure:

TABLE NO.1

S/N	TYPE OF RELATION WITH SALESMAN	TARGET
a.	Initial calls (Sales Calls)	Investigation of market Discovery of opportunities
b.	Service Contacts (Invested Contacts)	Evaluation of contacts to prospect customers Evaluation of cooperation conditions (Prospective customer’s potential, consuming capability, perspectives, terms of financial cooperation)
c.	Final contact for the promotion of new cooperation (Development contacts)	Rationalization of prospect buyers Finalization of cooperation Sales development

A further evolution of the above mentioned theoretical approach into a practical procedure will enhance the existing opinion that invested contacts are beneficial, leading consequently to prosperous and substantial relations with the customer. For the above reason we submit for evaluation case study N.1 and table N.2 where are both analyzed and evaluated the relations with prospective customers and is further proven “that the possibilities of success in sales are strictly connected to an ideal and productive relationship between salesman and customer, based on the secret of **repetitive** contacts”.

<p>COMPANY: MARKET / TARGET: PRODUCT: PROMOTION: TOTAL PHARMACIES: FIRST ROUND CALLS:</p>	<p>CASE STUDY N.1: Industry of para-pharmaceutical products Pharmacies Para pharmaceutical products (adhesive and other bandages, etc.) Personal sales through sales representatives 100 Selling spots (pharmacies) Within 20 working days with a total number of 5 calls per day per salesman and, upon completion of the first round, selective contacts will follow.</p>
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TABLE N.2

ANALYSIS – EVALUATION OF CONTACTS WITH PROSPECTIVE CUSTOMERS			
S/N RELATION WITH SALESMAN	TYPICAL STANDARD RELATION BETWEEN SALESMAN-PROSPECT CUSTOMER	IDEAL RELATION BETWEEN SALESMAN-PROSPECT CUSTOMER	PRODUCTIVE RELATION BETWEEN SALESMAN-PROSPECT CUSTOMER
1. Sales Calls/ External Sales	100	100	
Second Scenario			
	First Scenario		
2. Service contacts a and b. Salesmen contacts per sales call.	2 nd contact to 45 selected spots for prospective customers, from the 100 initial calls 90 contacts in total	2 nd contact in 38 selected spots of prospective customers from the 100 Initial calls. 76 contacts in total	3 rd contact in 25 selected spots of prospect customers (who did not become customers till the 2 nd contact) out of the 100 initial calls. 75 contacts in total
3. Final trade cooperation stemming from service contacts. (sales development).	15 Final customers 16,6% out of 90 contacts in total 33% out of 45 selected contacts from 100 sales calls.	13 Final customers 17% on 76 contacts in total 34% on 38 selected contacts	7 Final customers 9% on 75 contacts in total 28% on 25 selected contacts
4. Effectiveness Index	33%	34%	28%

SPECIAL NOTES:

a. Constant parameters:

- Number of manpower in sales
- Duration of calls and contacts

b. A dynamic sales development is connected not only to the number of contacts per call, but also to the quality rationalization of prospective clientele (should a repetition of calls be needed) as well as to the correct implementation of new sales techniques. This need to repeat and adopt a complete sales technique is what will bring more Sales contracts and therefore better results.

4. CONCLUSION

Based actually on what was analyzed above, it is mentioned on first sight that the Relations where salesmen develop with prospective customers are subject to a constant process of repetitive calls and contacts leading to a final result, either successful or not. In any case the possibilities of success in sales are strictly connected to an ideal and productive relationship between salesman and customer, based on the secret of repetitive contacts. Therefore and according to the research part of this article, above results come out from the tables analyze the philosophy of these specific procedure methods as also to the analysis – evaluation of contacts with prospective customers accordingly.

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