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Solutions to improve sales efficiency at Emaar land real estate investment consulting joint stock company

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Abstract

This article deals with problems of business efficiencies of the real estate business consisting of investment and consulting activities based in one of leasing real estate companies in Vietnam. The propose solutions are feasible to enhance overall business performance, especially regarding investment and consulting activities of this company.

Keywords: sales efficiency, real estate investment, real estate consulting, joint stock company

Introduction

In recent years, Vietnam has witnessed increasing economic development and integration, thereby creating growing opportunities and challenges for businesses in the Real Estate sector. However, with the domestic and international economic situation, along with the complicated fluctuations in capital from state banks recently, the sales staff of businesses are facing challenges. many challenges. The success of a business depends on selling products in the market, thereby generating profits and ensuring business continuity.

However, not every business can achieve good sales performance, because there still exist some limitations from objective and subjective reasons. Therefore, sales management plays an important role in ensuring the success of any business. A business can provide products and services that satisfy customers in terms of quality and service, but if it cannot meet the requirements of distribution, employee capabilities and qualifications, as well as not take care of them. Caring and caring about customers will reduce customer satisfaction and when given the opportunity, customers will look to other suppliers to meet their needs.

The economic transition from a centralized, subsidized management mechanism to a market economy with state management has created many difficulties and obstacles for production and business activities of most enterprises. However, this mechanism also provides opportunities for truly good and sustainable businesses to get rich, creating opportunities for better production and business. Therefore, managers of businesses must continuously explore and learn to meet the times.

Nowadays, every business that wants to have high profits and make a good impression in the market needs to build its reputati on through improving product quality, design and effectively managing all costs from purchasing. goods to sales. Cost savings help reduce product prices and attract customers. Reality shows that, in today's fiercely competitive environment, businesses must apply specific measures to promote goods consumption and affirm their position in the market through sales management activities. effective goods. To be able to accomplish the above mentioned goals, administrators need to carry out specific activities to be able to have reasonable sales methods to improve business productivity and efficiency and still be able to maintain sustainable development of your business.

During the country's integration process, the Company faced many initial difficulties caused by the WTO accession process. To overcome these difficulties and continue to grow in line with the country's development, the Company's management needs to

apply many measures to ensure that their products are accepted by customers and are viable. highly competitive in the market. The company recognizes that sales play an important role in their business and should be given special importance. Therefore, perfecting and improving sales management is an important factor in finding methods to manage sales costs, attract more customers and increase the business's market share. This is something that every commercial enterprise wants to achieve and is very important.

Seeing clearly the importance of sales activities in businesses, I chose the topic: "Solutions to improve the effectiveness of sales activities at Emaar land real estate investment consulting joint stock company"

Chapter 1: Theoretical background

Basic concepts of selling

Concept of sales

The characteristic of the market economy is the exchange, buying and selling of goods between subjects such as suppliers, manufacturers, consumers, etc. Therefore, sales are understood in many approaches and ways. different angles.

Sales in the full sense is a process that includes many activities such as: Market research, understanding consumer needs, selecting and establishing distribution channels, sales policies and forms, Carry out advertising, promotional activities, and conduct work at the point of sale.

If we approach sales as an economic category, sales is the transformation of the value form of goods from commodity to currency on the basis of satisfying customers' needs for a certain use value.

Goods trading activities are defined according to Vietnamese commercial law. Buying and selling goods is a commercial activity in which the seller has the obligation to deliver goods, transfer ownership rights to the buyer and has the right to receive payment, the buyer has the obligation to pay the seller, receive goods and ownership rights. goods as agreed by both parties.

To organize sales well, businesses not only have to do each stage of work well, but also have to coordinate smoothly between successive stages, between departments participating directly or indirectly in the sales process. chemistry in business.

1.1.2. The role of sales

a. For society:

Sales is an activity that directly performs the function of circulating goods, contributing to the reproduction process and serving social life. Because the development of sales activities has the effect of accelerating the purchasing power of goods on the market, thereby making social production develop. Sales activities contribute to improving social labor productivity, serving production, consumption and life. In addition, sales activities affect many areas of the economy such as: Financial sector, monetary sector, social and cultural life.

b. For Businesses

Especially for companies that only do commercial business, it is this activity that determines their existence and development. It is also thanks to that that the company evaluates the goods it sells as being accepted by society. What level of opening? Therefore, sales activities are both a

daily task and a concern for businessmen. For commercial businesses, sales are the final step in completing the goods circulation process. The important thing here is that in this day and age, with the explosion of information and the rapid development in the field of science and technology, sales are always subject to competition from many sides.

In fact, there are products that have just been introduced to the market, even in the research stage, when other, more superior products have appeared, causing society's consumption needs to constantly change. Therefore, selling goods is a necessary issue because if this activity is done well, it will help the company recover capital faster, save on maintenance costs, and earn a significant amount of money at the same time. Good and fast sales performance proves that the business's goods capture the tastes of customers, increasing the business's position in the market. If you cannot sell your goods, it will lead to a backlog of goods and the risk of bankruptcy.

c. For consumers:

Sales activities become an intermediary bridge that helps the goods produced by businesses reach consumers and satisfy their needs or desires. At the same time, through the purchase and sale of goods, consumers can freely choose the goods that best satisfy their needs with appropriate quality and price. Human needs are constantly increasing, leading to the rapid development of commodity production and sales activities to best meet those needs within the allowable resources.

1.1.3. Content of sales activities of commercial enterprises

For a business starting out or wanting to expand and develop its business, market research is the first and necessary job to ensure the business process goes in the right direction. Nowadays, the market is always fluctuating, so market research is a regular job for production and business enterprises in general and commercial enterprises in particular. The purpose of market research is to determine the ability to sell a certain type of product or group of products in a certain area. On that basis, improve supply capacity to satisfy customer needs.

Next is to build a strategic sales plan, including:

a. Strategy of sale

In a market economy, each store is an independent economic entity and independently solves three basic economic issues of business activities. Usually, stores will focus on three main goals: Profit, expanding the store network, and safety.

Profit is the top goal of business companies. To make a profit, the business's stores must be able to sell goods, or in other words, the products the business sells must match consumer needs. customer use.

Sales strategy will help companies grasp the needs of customers and end consumers, thereby proactively responding to all market developments, helping businesses expand their scale. Sales strategy plays an important role in determining the success or failure of a business strategy.

b. Sales plan

After developing a sales strategy, businesses need to develop a sales plan to be able to organize sales activities effectively. The sales plan includes the following contents:

- Determine goals and create sales plans
- Sales force
- Design and organize sales force at stores

- Evaluate sales performance results

Classify sales forms and sales processes in businesses

Classification of sales forms

Some popular sales methods that businesses and companies often use to meet customer needs include:

- Direct sales: Salespeople directly meet customers to discuss.
- Retail: Products are sold to consumers through distribution channels: agents, supermarkets, convenience stores,...
- Sales representative: Another unit that sells to consumers on behalf of the manufacturer.
- Telephone sales: Products and services are sold through sales consultation over the phone, without face-to-face meetings.
- This business sells goods to other businesses
- Enterprises provide solutions and sell goods to the government and state
- Direct sales on the internet

Basic elements in the sales process

The process of organizing sales coincides with the process of organizing labor, so the factors involved in the sales process are also human factors (labor power, labor tools and labor objects). For commercial enterprises, these are human factors (traders), technical equipment and sales methods, and types of goods and services. The sales team plays an important role, they are the ones who have direct contact with customers, and are the skillful persuaders in the customer's purchasing decision process. Therefore, sales managers need to skillfully choose, closely coordinate and operate the team of traders into a scientific labor process to promote the potential of traders, ensuring the ability to sell with the highest efficiency. Technical equipment and sales methods also contribute significantly to the results of the sales process. Nowadays, technical facilities serving the sales process have become indispensable. They are not only tools for selling but also greatly contribute to the results of the sales process. It is not only a factor in improving the level of service for customers but also contributes to improving the labor productivity of traders. These factors maximize the satisfaction of customers' purchasing needs in terms of time and place, i.e. the establishment and reasonable use of consumption channels, the balance between needs and the ability of the business to respond, aiming at the goal of consumption efficiency and thereby having a reasonable sales plan.

An indispensable factor that contributes to the outcome of the sales process is complementary goods and services. Commercial enterprises must have a plan to fully meet the needs of customers. In addition, the trader is also the person who creates that service. A polite, attentive and dedicated attitude to customer requests will ensure a more convenient sales process, creating trust and prestige for the store and the entire company, ensuring the ability to continuously develop of the entire enterprise.

Chapter 2: Business status of emaar land real estate investment consulting joint stock company

2.1 Overview of the business

2.1.1 General information

- **Company name:** Emaarland Real Estate Investment Consulting Joint Stock Company

- **International name :** Emaar land real estate consulting investment joint stock company
- **Type of operation:** Non-state-owned joint stock company
- **Tax code:** 0314480861
- **General Director :** Vu Tien Hung
- **Company address:** 71 Ta Hien, Thanh My Loi Ward, Thu Duc City, Ho Chi Minh City
- **License issuance date:** June 24, 2017
- **Industry :** Consulting, brokerage, real estate auction, land use rights auction.
- **Status:** Active
- **Website:** <https://www.emaarland.com/>
- **Vision :** Emaar Land wishes to become a leading unit in the field of apartment furniture business through the strength of linking human resources, financial resources and connector network to create "Real assets - Real value" for everyone. partners, project developers, consumers... create a maximum relaxing environment and working space for employees
- **Mission :** Emaar Land constantly researches, searches and creates investment solutions, residential and resort products and real estate services to meet the practical needs of the market. We are proud to open our own path, creating different, humane and rich traditional cultural values to bring constantly increasing benefits to customers and partners.

2.1.2 Production and business characteristics

Faced with fluctuations in the real estate market, Emaar Land constantly researches, searches and creates investment solutions, housing products, resorts and real estate services to meet the practical needs of people. people and at the same time create the most sustainable reputation. Along with that, Emaar Land always tries to promote the quality of training, attract and promote the full value of its human resources, and most importantly, invest and synchronously develop the marketing and sales team. company's goods.

In the 5-year development strategy 2018 - 2023, Emaar Land will continue to affirm the intrinsic value of the brand through a series of luxury apartment products, resort real estate, and modern urban areas. Although there are still many difficulties ahead, with courage and steadfast will, we are confident in creating a system that operates professional and in-depth. This is the factor that helps Emaar Land develop strongly, richly in humanity and sustainably. With a land fund of more than 7,000 hectares of land in the city. In Bao Loc, Lam Dong province, Emaar Land is aiming at business activities, distributing resorts, resort products including resort villas, Compound area (self-contained integrated utility real estate area, convenient amenities). Benefits include: security, dining, entertainment,...) with many different projects.

Targeted market segments

The enterprise is currently doing business and operating in the field of real estate in Bao Loc City, Lam Dong Province, with many diverse land segments such as agricultural land and residential land. Spread over the communes of Bao Loc: Loc Quang - residential land, Loc An - , Loc Tan - residential land, Loc Ngai - residential land,...

Targeted customer segments

- Customers buying to stay and relax: this is a group of

individual customers or families who want to buy a house to live and relax.

- Customers buying for investment: this group of customers will buy products to earn more profit from the rental business.
- Residential customers and commercial needs: This is a group of customers with long-term needs or business needs.

2.2. Analyzing the current status of sales activities at Emaar land Real Estate Investment Consulting Joint Stock Company, Ho Chi Minh City

Emaar land is currently a real estate company with 6 years of experience specializing in the market in Bao Loc Lam Dong. Therefore, Emaar land's sales activities are also going quite smoothly because the number of customers who know about Emaar land's products is also very large. To better understand the sales activities at Emaar land, I will describe in turn the contents including main customer groups, main products and the number of customers using Emaar land's products.

Emaar land is currently divided into main customer groups including:

- Single customer group: wants a private, comfortable living space during living, working and meeting with friends.
- Married customer group: not only want a comfortable and cozy living space, but also choose a good living environment so that their children can develop in the best way.
- High-income customer group: This group of customers needs to change to a more luxurious house, so they want a large, comfortable, high-class house space, with many amenities around and near the area. center.
- Real estate business customer group: This customer group will learn about the profitability of real estate. They want the product's resale ability to be high and profitable.

Target customers of Real Estate services in general and of Company E in particular are analyzed according to two main factors: Needs - Finances.

Through factors, customers are divided into 4 groups:

- + Customer group with needs and finances: this is the group of customers who will invest heavily
- + Group of customers with needs, without financial resources: this group of customers will receive care and support from the Company and the customer care department for a long time, in addition to receiving support for deferred payments and Borrow capital from banks affiliated with the Company
- + Group of customers with no needs or finances: this group of customers will resolutely not invest capital and not accept communication from the Company about real estate projects.
- + Group of customers who have no need and have finances: This group of customers is called the potential customer group that brings 80% of sales to sales staff in the Real Estate field.

2.2.1 Analyze factors affecting sales activities of Emaar land real estate investment joint stock company

For every business operating in the market, it must accept that there are many factors affecting its sales activities. These

factors are very diverse, but in general, these factors will be divided into two environments: the micro environment and the macro environment. Next, the author will analyze in more detail the main impacts of these two environments on businesses.

Macro environment

The author analyzes macro factors to understand the influencing factors outside the business in order to assess the opportunities and risks affecting the company's sales activities and to be able to suggest solutions. reasonable. These factors include economics, culture, politics, law, and technology.

Economy

It can be seen that Vietnam in particular and the world in general have experienced an extremely stressful Covid - 19 pandemic in 2021. And according to Mr. Dau Tuan Anh - Head of the VCCI Legal Department in 2021, Covid has had an extremely negative impact on many businesses in Vietnam. Surveying nearly 10,200 businesses nationwide, up to 87.2% of businesses were affected by the pandemic and only 11% of businesses were not affected and the remaining 2% received positive feedback. Emaar Land Real Estate Investment Joint Stock Company's customers come from many customer segments, the majority of which are investment customers, and the pandemic has more or less affected most economies, leading to sales activities. The company's products were also greatly affected. However, in recent years, inflation control and strategic policies have been extremely good, so Emaar land can still mobilize investment capital.

Culture

A growing economy means people's lives and income are increasing. Along with that, requirements and awareness are also increasing, so people are tending to accumulate assets and can bring investment benefits.

And for products belonging to the real estate sector, they are of even more interest in today's society. Nowadays, almost everyone who does business or works in any field is interested in it. The job is to accumulate assets that will bring investment value later

Legal politics

Vietnam is currently one of the countries considered to have a stable political and legal system. Government policy factors can have a strong impact on the real estate market. Fiscal policies, including taxes, interest rates, and financial capital management, can have a significant impact on the real estate market. The government is responsible for establishing regulations related to real estate. Regulations on land ownership, use rights, inheritance rights and other regulations may affect ownership of real estate transactions. Legal and regulatory policies also ensure fairness and safety in the real estate market.

Technology

The level of technology determines a company's ability to grow and develop, so to increase competitiveness in the market, businesses are required to absorb science and technology promptly as soon as possible to be able to develop. .The use of technology in the real estate sector helps

improve the transaction process. Access to the internet has created tremendous access to information and market research. Online platforms provide sellers with a broader approach to advertising and displaying real estate. Buyers can easily search and compare real estate options, view images and detailed information when deciding to visit.

Micro environment

The author analyzes micro factors to understand the influencing factors within the business in order to evaluate the current advantages and limitations in CT Emaar land's sales activities and to be able to provide solutions. reasonable decision. These factors include customers, competitors and the public.

Client

Customers are the goal of every business, they are the ones who determine the development and success of the business, so every product the business produces is for the benefit of customers. Misa's customer base is quite wide, including corporate customers, individual customers, administrative and business customers, communes/wards and all fields of industry from trade, service, manufacturing to To build and install, Emaar land must always develop. In the 4.0 era like now, it is very easy for customers to find product information on the internet from price to function. If the product information meets the requirements, then customers are willing to come and refer to it otherwise. Mass product information that has nothing outstanding will be ignored because in the current market there are many competitors in the field of information technology. Therefore, companies need to highlight their product information that customers are often interested in such as brand characteristics, prices, characteristics of each customer group, outstanding features, etc.

Competitors

In today's market economy, avoiding competition is impossible, especially in the real estate sector, which is currently receiving much attention and attention from many customers. Therefore, for long-term and sustainable development, in addition to focusing on customers, you must also learn and carefully research your competitors.

Currently, a number of businesses specializing in the field of real estate are considered competitors to Emaar land such as: Long Bien Real Estate, Mai Thanh Real Estate Co., Ltd., Thanh Hung Real Estate Company, Office of Gia Real Estate Trading Joint Stock Company . Phat VN,...

General public

Internal employees: all employees at Emaar land Company have a great impact on the company's sales activities, they are the ones who create success for the company's development. Employee satisfaction at work always goes hand in hand with their working attitude. If employees are satisfied and do a good job, the company's internal well-being means the company operates stably and always transmits energy. Actively focus on products brought to customers through sales activities

Chapter 3: Solutions to improve sales activities at Emaar land Investment Joint Stock Company

3.1 Complete the sales process

The Company's sales process is relatively complete and reasonable, however some points need to be amended and supplemented at the following stages:

Regarding finding customers: The Company needs to develop more solutions to find customers, and need to identify target customers in the Company's customer base. Pay more attention to finding customers by distributing leaflets, because this is an effective cost-saving means, so determine the appropriate distribution location for each product.

Receiving customer requests: ensure professionalism and politeness so that employees do not make mistakes. The company should provide a general document on how to effectively receive requests, employees can rely on for effective advice. more effective.

In after-sales work: The company should have a campaign specifically for customers or descendants of customers who have purchased the Company's products. There is a preferential policy if this customer buys a lot or introduces other customers to buy the Company's products.

3.2 Improve sales force management activities

The company needs to recruit employees with business experience, especially real estate business. In addition, it is necessary to select employees with certain expertise in the field of Real Estate and understanding of the Real Estate market to be able to advise customers in the best way. In addition to solid professional knowledge, it is a professional working style, because after professional knowledge, the second factor that affects customers' purchasing decisions is the professional working style of the staff.

For managers, regular training is organized to improve the management ability of managers at all levels in the Company and improve their skills in the business field. At the same time, the training program will also create opportunities for managers in the Real Estate field to update the latest knowledge and information. Understanding the business industry and current market situation will help managers come up with new strategies and the right direction for the Company to implement new business projects.

Regarding employee training, the Company needs to organize regular discussions between the board of directors and employees. Company leaders will directly discuss their success factors to promote employee morale, thereby tightening the relationship between Company leaders and employees.

The Company should create conditions for interns to stay and work officially after the internship period at the Company, because this is a dynamic team that has gone through the process of accumulating experience and learning skills. The company needs to guide employees more on how to draft contracts. Because the sales contract does not have a ready-made template, writing the contract yourself will help employees better understand the procedures and terms in private sales with customers and be more effective. In rewarding individuals, companies with good sales

achievements should organize a commendation session at the beginning of the week to motivate all employees.

3.3 Improve the quality of customer care

Building relationships with customers:

Customer care and building relationships between customers and the Company is an ingrained part of the brand. Although it does not bring immediate results, it is the part that brings benefits and is the biggest advantage of the brand. . Competitors can copy our technology, products and advertising methods, but they will have to spend a lot of time building relationships with the branded customers we have and they will have difficulty. more difficult to build customer loyalty.

Because psychologically, new customers always need some form of reinforcement: they need to know that they made the right decision when using the Company's services... The Company wants to eliminate customers' anxiety. Customers after using the service, thank them by:

Send a thank you email as soon as the customer uses the service. Nowadays e-commerce is developing, this is very easy to do. In the feedback email sent to customers, in addition to thank you, you also need to add encouragement for them to continue using the service.

However, customers who use the Company's services do not always use the Internet, so there may be customers who do not have an email address. For these customers, Companies can send letters or cards instead of emails. And these letters should be sent as soon as customers use the Company's products. The letter will not fully express the desire to express gratitude if it is not sent after a few days because then customers will think that the letters are sent in bulk. Therefore, it is better not to send a thank you letter after a long period of time because it will plant in the customer's mind that they are just one among many other customers whose names are saved in the Company's computer files. .

The thank you letter is only valid if received within five days from the date the customer uses the service. It can be flexibly extended for six or seven days, but it cannot be extended further.

To maintain relationships with customers, the Company should occasionally send greeting cards or wishes of good health on their birthdays, thanks on holidays, New Year, anniversaries, grand openings... because when you Stopping or reducing the level of interaction with customers will make customers think – “I am no longer important”. And competitors are finding ways to attract our customer base. Desire to pull those customers towards us.

According to the 20/80 rule, 80% of the Company's revenue comes from 20% of its customers. Companies need to pay special attention to the customer base that generates their revenue. Therefore, this 20% customer group needs the most special attention and care, and they also need the Company's attention through regular communication. It is not difficult to manage these special customers because they only make up a small percentage (20%) of the total number of customers. Regular contact with first-class customers can be accomplished through special forms of service, such as sending your first-class customers the gifts or letters mentioned above.

Organize annual customer conference

The company should organize annual customer meetings, maintain relationships with regular customers, send them "thank you" notes and promises of better service, and provide customers with information. Latest information about the Company's products and achievements that the Company has achieved. So that customers have a good impression of the Van An Phat brand. This will definitely help build and strengthen relationships with potential customers.

Customer conferences are necessary activities and the Company can organize them at the right time, especially at the time of preliminary review and summary of the Company's production and business activities, or at the time of year-end review . This is a good time for companies to organize meetings and give gifts to attending customers. These gifts do not necessarily have to be of great value, depending on the Company's budget, but it is important to show the service provider's care and sincere gratitude to the customer. client. In addition, this customer meeting is also a good opportunity for the Company to listen and absorb customers' opinions, comments, suggestions, and complaints about the product to come up with a product improvement policy. , more suitable service. Or through customer meetings to understand and grasp customer needs and then design new services to meet customer needs. This is also an opportunity for the Company to answer customer questions and create customer trust. The reviews and opinions of customers during the meeting will become useful experiences and valuable lessons for the Company to promptly overcome shortcomings and promote results.

In order for daily customer meeting activities to be effective and have a positive impact on customers using the service, through each customer meeting, the Company needs to:

- Summarize the number of invited customers, the number of customers attending the meeting, and the cost of organizing the customer meeting
- General assessment of the success or failure of the customer meeting, things to learn from experience.

Answer the phone

In addition to customer care activities such as building relationships with customers and organizing annual customer conferences, the Company also needs to improve the effectiveness of customer care over the phone. To achieve this, the Company must:

- Providing sales staff with professional knowledge, dissemination and customer service courses to promptly resolve questions, communicate with customers to perform transactions, and provide user instructions. Use the service when needed. If tellers do a good job, the number of calls to complain will be greatly reduced.
- The Company will appoint an employee responsible for resolving customer inquiries about the Company's products and services. This employee will be professionally and methodically trained on products and customer service. If the number of customers interested in the service increases, then either use an automatic response system or hire an external Company for support, which is reflected in the number of calls to the Company in question.

Promotion

In addition to increasing customer awareness, the main task of promotion is to influence and encourage customers to increasingly use the product. Therefore, for 45 customers with a high volume of product transactions, such as those who need to invest in a large number of products, there needs to be a way to identify and prioritize through promotions.

Content of the promotion program

According to regulations on price decentralization, fees and advertising promotions, the Company needs to implement the following promotion plan:

- Customers who purchase goods under 1 billion VND will receive a commemorative keychain with the Company logo, a gold ring and a plant pot. This represents the Company's recognition of customers who have joined the "Van An Phat Family".
- Customers who buy products worth over 1 billion VND can participate in the lucky draw program and have the opportunity to own a golden key. The program will last for 6 months and each month the most satisfied customer will receive a Gold Key worth 1 tael of gold.

This support program will help significantly increase the number of customers using real estate products in the short term, especially the number of long-term deposit customers.

3.4 Strengthen market research

Identify target information sources to build a comprehensive market information collection system such as:

- Legal environment, preferential policies in each Province and City, psychology and consumption habits in different regions.
- There is a team of skilled staff performing market research and analysis. Through this, the staff collects information, analyzes and evaluates various types of needs and product tastes in each region.

After researching the market, analyze product demand in the market. The company applies it to launch sample products, provide samples to the market along with supporting solutions such as promotions, advertising, sales promotion, etc. market research activities through penetration capabilities. to meet consumer tastes of new products or the Company's business results.

Although I currently have many relationships with many people, these relationships are not extensive or close. In the future, if the Company wants to expand its market and build close relationships with partners, it should take the following steps:

- Apply all measures to maintain the market and important and large customers.
- Seek engagement with customers, maintain regular relationships to ensure mutually beneficial development.
- Participate in specialized conferences, thereby interacting with potential customers and customer needs. At the same time, it is an opportunity for customers to learn more about the Company's projects, thereby creating demand and turning demand into real purchasing power.

Market research determines that Companies should provide what the market needs and not what the Company has to make the product sellable and not Real Estate stagnant.

Market research helps companies develop more effective sales measures.

3.5 Perform good customer service before, during and after sales

The company should train its employees, especially sales staff, to do a good job with customer content and requests to show a spirit of dedication and concern for interests and hobbies, which is a particularly important topic. important. At the same time, must perform well the contents before, during and after sales, including:

Before sales

The company must promote its product in the market, its characteristics, strengths and weaknesses so that customers clearly understand the product (without hiding the product's limitations). The Company can organize presentations, explanations, analyzes and reviews of the Company's products for customers and consumers to create trust in the products to be purchased. This is an issue that needs to be done consistently and regularly so that customers can more easily understand the Company's products, thereby directing all investors' tastes towards the company's products.

In sales

When launching products to the market, in addition to propaganda, it is necessary to apply measures to create openness and friendliness between sellers and customers. Ask sales staff to serve wholeheartedly: "Please customers who come, please customers who leave". On the other hand, the seller should explain and analyze the benefits of the product so that customers understand the convenience of the lot. This is an important business issue that requires special attention. Reality 47 shows that businesses implement policies such as discounts and regular sales, but market services are still weak, affecting customers' interest in the business.

For Van An Phat Real Estate Company, in order to attract customers to the Company, in addition to making customers understand the usefulness of the land market being sold, with the special feature of high-priced real estate products, high value, the Company should also provide customers with samples of a Real Estate if the Real Estate is an apartment or townhouse. Customers can also see an introduction to the versatility of Real Estate with vivid images on the Company's website and also demo products that the Company has created. This has a very strong effect in creating customer trust in the Company's products.

After sales

Selling is not the end of its role. The Company needs to continue to pay attention and monitor the products provided to customers to know whether customers who buy their products are satisfied or not as well as know whether they are satisfied or not. Feedback from customers so that the Company has plans to supplement, adjust and overcome. Modify services to better suit the increasing demands of customers.

Customer after-sales service is a role that the Company has not yet promoted. This overcomes the situation when a business finishes selling without knowing where the product will go, or if customers have questions when purchasing real estate products. For Van An Phat Company, customer care

service needs more attention. In case the Company provides real estate products to customers in accordance with orders, warranty, maintenance, and post-purchase maintenance must be carried out and specifically specified.

3.6 Request

During this period, the real estate market not only attracts the attention and investment of domestic businesses but also attracts the participation of foreign organizations and businesses with expertise, markets and resources. Strong capital in the Real Estate sector. In addition, after a period of rapid development of the Vietnamese stock market, the current stock market itself has many potential risks for investors, so many investors will transfer capital from the stock market to the stock market. Investing in the Real Estate market, causing competition to constantly improve. To be able to stand firm in the increasingly fierce race, Emaar land, especially the business department, must not only become more mature but also demonstrate an understanding of the Vietnamese market. I would like to propose the direction that Emaar Land Real Estate Investment Joint Stock Company needs to achieve in the near future

In the Company's sales activities: Due to the high value of real estate, customers will always trust and entrust their money to reputable companies and professional service delivery processes. A Company's reputation is built through many factors, of which the human factor is key and the business department is the department that has direct and regular contact with customers.

Facilities: Due to the characteristics of the service provider, human factors and service delivery process factors determine the level of customer reliability. Therefore, with existing facilities, Emaar land needs to continue to invest and improve to create a unified whole between the brand image, facilities and personnel.

Product: The need for housing is always a constant and ever-changing need. However, a house in the new era is certainly different from a house in the previous era. Therefore, Emaar land needs to have suitable products that meet many customer needs for product diversification, thereby selectively growing to take advantage of opportunities that will be created in the future.

Price: Pricing policy is always linked to product policy, so the price set by Emaar land must naturally be attached to each product.

Distribution and promotion: Product distribution methods also need to be developed to be convenient for many customers.

Conclusions

In the essay "Solutions to improve sales efficiency at Emaar Land Real Estate Investment Joint Stock Company" the author has analyzed the company's current situation based on a theoretical basis, the student tried to clarify the issues, following topic:

Firstly, find out the current status of the company's sales activities through results based on analysis of evidence from the secondary database system collected from data in summary reports and reports. Report business results combined with primary databases through small survey results and interviews with company sales staff.

Second, from the current situation, we can evaluate the advantages that the company possesses, including an easy-to-

apply sales process, a team of enthusiastic and professional staff, and a long-standing, reputable company's products. Many superior features are trusted and chosen by many customers. However, the company has a number of shortcomings in sales activities including not controlling sales costs well, insufficient after-sales care staff to be able to support customers promptly, and the amount of training knowledge for employees. There are too many sales staff but too little time to absorb them. The author explores the advantages and disadvantages that Emaar land's sales activities are facing in order to propose solutions to improve sales activities for the company in the near future.

Third, based on what was analyzed in chapter 2, the author has proposed some recommendations that can contribute to improving the effectiveness of the company's sales activities. The solutions the author has contributed include solutions to build and implement sales plans, solutions to optimize sales forms and sales processes, solutions to improve the quality of the sales team and solutions to strengthen promotion activities.

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