



Received: 16-09-2023
Accepted: 26-10-2023

ISSN: 2583-049X

Analyzing the Theoretical Basis of Sales Activities

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Abstract

The article has raised business theories and theories about the quality of products, sales services and criteria that reflect the quality and business processes of an enterprise. What it's

like to face influencing factors when doing business and selling.

Keywords: Theoretical Basis, Sales Activities

1. Introduction

1.1 Overview of Sales Activities

1.1.1 Sales Activities

1.1.1.1 Concept

The term "sales" is a common concept in the business field. However, when considered from many aspects, we can understand it from different angles.

From an economic perspective, "selling" refers to the transformation of a product or commodity into monetary value, by satisfying consumer needs and meeting the business goals of the producer or seller. sell.

From the perspective of commercial activities, "sales" is an important process in the business cycle of an enterprise. It involves transferring ownership of a product from the seller to the buyer, and obtaining payment of money or the right to make payments at a later date. Specifically, sales involve the seller delivering the product and ownership of the product to the buyer and receiving payment, while the buyer is responsible for paying and receiving the product according to the agreement that both parties have agreed upon.

1.1.1.2 Role

Sales activities play an extremely important role and have a multi-dimensional influence in the business model. Specifically, the role of sales activities is expressed through the following aspects:

Linking production and consumption: Sales plays the role of connecting the production process and consumption of the product. It helps ensure that products are transferred from the production source to the consumer in an efficient manner, while balancing supply and demand in the market. This is important in maintaining and stabilizing market prices.

The main goal is profit: Sales activities contribute directly to the business goal of a business, which is to make profits. By optimizing the sales process, businesses can increase their sales and profits.

Enhance competitiveness: In an increasingly competitive market, implementing sales activities effectively helps businesses improve competitiveness. It helps promote your brand, attract customers, and maintain a loyal customer base.

Boosting revenue: Sales activities play an important role in boosting revenue. By finding and closing successful deals, businesses can increase revenue and develop their existence in the market.

Risk management: In today's business environment, sales activities can help businesses identify and manage risks related to markets, customers, and products. Understanding risks helps businesses create strategies to ensure safety in their business operations.

Relationship with customers: Sales requires close interaction with customers. This ability can make or break a business's trust and reputation. This greatly affects repeat purchases and customer satisfaction. The ability to build good relationships with customers becomes an important competitive weapon in the race with competitors.

Performance measure: A business's business performance is often evaluated through how many products or services it sells on the market and the profits earned from sales activities. This means that sales is not just a last resort but also an important measure of the overall performance of the business.

Reflecting the market situation: Sales is where businesses have direct contact with the market and customers. Through sales activities, businesses can collect information about the market, customer preferences and changes in demand. This helps businesses adapt to the constantly changing market environment.

Optimize costs and increase capital turnover: Sales can facilitate the optimization of goods circulation costs. A good point-of-sale system can reduce the costs involved in getting products from the manufacturing source to the customer. It also helps increase capital turnover by increasing the speed of product circulation in the market.

1.2 Management of Sales Activities

1.2.1 Define

Sales management is the process of detailing, structuring, and implementing a business's sales programs. The goal of sales management is to ensure that all sales activities are designed and implemented to best meet customer needs. This process includes detailed planning of sales activities, organization of resources and manpower, implementation, and monitoring of progress to ensure that sales goals are achieved effectively.

1.2.2 Functions of Sales Management

Sales management includes many important tasks:

Sales planning: Determine sales goals, delineate target markets and allocate resources.

Organize and divide work: Build a sales team, determine roles and responsibilities.

Employee training and development: Ensure employees have sufficient knowledge and skills.

Build and manage customer relationships: Maintain positive relationships and resolve customer issues.

Evaluate performance and track progress: Set performance metrics and adjust plans.

Resource and budget management: Ensure effective use of resources.

Market and competitive research: Monitor market information and competitor activities.

Develop sales strategy: Develop strategies to effectively approach and sell products and services in the market.

1.2.3 Sales Process

1.2.4 What is the Sales Process?

A sales process is a series of specific, simplified, activities that an organization or business performs to turn their products or services into sales and revenue. It includes prospecting, building relationships, making sales, negotiating, placing orders, delivering and finally providing after-sales service and customer support. The goal of this process is to optimize sales performance, achieve profitability, and ensure customer satisfaction.

1.2.4.1 Key Stages of a Sales Process

Concept: Sales plays an indispensable role in every company's business operations. It not only helps organizations grow but also helps build a strong customer

base. Therefore, building a sales process helps reach potential customers, increase sales and maintain solid relationships with customers.

Step 1: Prepare

Before starting your first meeting with a potential client, it's important to prepare your information. This includes information about the product or service, pricing information, payment options, competition with competitors, and specific sales hours. At the same time, understanding potential customers is an important part. This helps you build a better connection with them.

During this stage of the sales process, you may also need to prepare your initial presentation. Be ready to answer questions potential customers may have and provide data to support your answers. Practice how you will present information confidently and be able to answer potential questions.

Step 2: Search for Potential Customers

Prospecting involves identifying and verifying potential buyers or customers. This stage focuses on determining whether the prospect has a specific need or want that your business can satisfy, as well as their ability to pay.

During this stage, research to identify ideal customers is important. You can start with a list of potential customers and apply criteria for screening. This includes asking questions such as whether they have a decision-making position in the business, or whether their income is in line with your product or service. This helps narrow down the list of potential customers.

Step 3: Approach Customers

This critical entry step in the sales process requires careful preparation from employees and sales managers. At this stage, you will establish initial contact with your prospect or prospect through a first personal meeting. This is the time to pique their interest by personalizing the meeting or building rapport. An effective way is to ask questions to stimulate.

Step 4: Introduce and Present the Product

At this point in the sales process, you have a clear understanding of your prospect's individual needs and wants. You can reach them through introducing your product or service with an in-depth presentation or simply with a conversation to establish rapport and answer their questions. To do this step effectively, focus on personalization and pitching your product or service as a solution to their problem.

Step 5: Quote and Convince

After gathering information from the customer during the conversation, the step is to decide how to convince them to buy the product. Often, customers may object to product prices. In this situation, persuasion based on the benefits the product brings compared to the price becomes important. It's important to ask customers if they intend to buy and make sure they understand all the terms of the transaction.

Step 6: Finalize the Order

At this stage, after completing the main transaction, you can apply the technique of upselling additional products or upgraded versions of the product. Always preserve contact with customers and thank them. Salespeople can use tactics

like giving freebies or offering free service time to entice prospects to complete a transaction or ask them how they'd like to schedule payment.

Step 7: After-Sale Customer Care

After a sale, tracking and managing customer care is an important step in the sales process. The goal here is to maintain positive relationships with customers, ensure they are satisfied and maintain loyalty. You can send a thank you letter or contact customers to gather feedback about the product or service. Additionally, you can ask them to review products or services on different platforms. When done right, this stage can provide an opportunity to return to the next step in the sales process with deals or new customer referrals.

1.2.4.2 Core Elements to Build a Sales Process

To be successful, businesses need to link all activities with customers and put them at the center of the overall perspective. This means focusing on customers in strategic planning and implementing action plans in all parts of the business.

Throughout the entire business process, it is always necessary to identify the following important issues:

- What type of product or solution needs to be sold? (Choose appropriate products and solutions, consider special processes for each type of product or solution).
- Who is the target audience? (Evaluate opportunities, evaluate customers to choose the right audience).
- How to sell? (Sales methods, evaluation methods, use of support tools).
- Important factors include:
 - Who are the support partners in the sales process?
 - Who are the competitors or blocking factors in the sales process?
 - Support tools and methods to use.
 - How to choose the right product or solution?
- Is it necessary to establish separate processes for each special product or solution?

Criteria for Building a Business Process

- Must ensure consistency and continuity throughout the entire process, from start to finish, with clear logical steps.
- Must demonstrate generality and be applicable to many different business cases and customer types. It must clarify the roles, functions and tasks of all components and participants in the business process.
- Must be able to track details of each component easily and flexibly to update according to changes in the business environment.
- Need to create favorable conditions to analyze, evaluate and measure the effectiveness of each part involved in the business process.
- Must ensure the necessary connection between participating components, so that each component not only plays an important role but also has the ability to support and interact with other components.
- Each process needs to provide detailed and specific instructions to ensure that participants are able to understand, grasp and apply it easily.

1.3 Basic Concepts of Products and Services

1.3.1 Product and Service Concepts and Characteristics

Products are an important part of every business in a commodity economy. The main objective of manufacturing products is to meet the specific needs of customers and consumers. This requires businesses to continuously update and develop their products to meet increasingly diverse and advanced requirements from customers.

According to ISO 9000:2000, products are defined as "the result of activities or processes." This lays the foundation for products to include both goods and services. This demonstrates that a product does not have to be a physical entity but can be the result of services or processes.

There are two basic components of the product: hardware and software. Product hardware includes tangible physical attributes such as specific parts, assembled products, and processed materials. A product's hardware attributes represent its use value, including aspects such as functionality, technical performance, and economic value.

Product software includes services and information elements. These can be bundled services, non-physical aspects of the product, concepts and information provided to enhance the customer experience. Software elements often satisfy customers' mental and psychosocial requirements, and they are increasingly important in the context of fierce competition and higher standards in today's marketplace.

The usefulness of product attributes depends on the investment of labor and the level of technology used in the production process. This poses a great challenge for businesses to continuously improve the quality and value of their products.

The product must also meet the customer's software requirements, including services and information to enhance their experience. These factors often require investment in research and development, and can create unique competitive advantages for businesses. Diverse and abundant products are capable of meeting the needs of many customers, while helping to build long-term relationships with them.

In the current context, products are not only evaluated based on the features and value of the hardware, but also by focusing on software elements, such as accompanying services.

1.3.2 Product Quality Concept

The concept of product quality has existed for a long time and is commonly applied in many fields. However, understanding product quality is not simple. This is a vast and complex field, encompassing many technical, economic and social aspects. The approach to product quality can vary based on the specific perspective and goals of each business or manufacturing organization.

From one perspective, product quality can be viewed as the specific characteristics of that product. For example, according to the concept of some manufacturers, product quality reflects the perfection and conformity of the product with predetermined standards, requirements or specifications. Quality represents the degree to which a product meets specific requirements in the economic and social environment.

For manufacturers, quality is often defined as the product's compliance with predetermined specifications.

In short, despite the differences in each specific definition, every definition of quality ultimately focuses on "perfection in performance characteristics and appropriate value" - this is of concern to all, from manufacturers and consumers. To express this, the world standards organization ISO (International Organization for Standardization) has given the definition: "Quality is the degree of satisfaction of a set of attributes with requirements". These requirements can be stated, implicit or mandatory needs or expectations.

1.3.2.1 Product Quality Attributes

Each product includes many attributes with different uses to meet human needs. A product's quality attributes are expressed through relevant technical and economic parameters, reflecting the product's ability to meet consumer needs. These attributes are closely linked together to form a specific level of product quality.

The most common attributes that reflect product quality include:

- Technical attributes: reflect the features and uses of the product, often determined by criteria on the product's physical structure, composition, and mechanical, physical, and chemical characteristics.
- Aesthetic factor: characterizes the inspiration and aesthetics of the product, including shape, structure, size, color, decoration, and fashion.
- Product lifespan: This is a requirement that characterizes the product's ability to retain its ability to work normally according to design standards for a certain period of time. This is an important factor in consumers' purchasing decisions.
- Product reliability: This is an important factor to ensure customers trust the product and help the organization maintain and develop its market.
- Product safety: The safety factor in using and operating the product for consumers and the environment is mandatory and important.
- Product pollution level: Manufacturers must comply with environmental and safety requirements when bringing products to market.
- Convenience: Availability, ease of transportation, storage, use and ability to replace the product when necessary.
- Economy of the product: Raw material and energy consumption when using the product.

In addition to tangible attributes, there are also other intangible factors such as services included with the product, brand name, reputation, and prestige of the product, which affect the psychology of shoppers.

From a business perspective, these attributes can be divided into two groups:

- Use attributes (material value): These are attributes related to the core use of the product and depend on the structure and technical characteristics of the product.
- Attributes perceived by consumers (emotional value): Formed when consumers contact and use the product, based on supply relationships, product reputation, and social factors, consumption habits, as well as services before and after purchase. Account for about 60-80% of product value, even up to 90% of product value.

1.3.2.2 Factors Reflecting Service Quality

According to TCVN and ISO-9000, service quality is defined as the appropriate level of service products that meet or achieve requirements set or pre-specified by customers. Service quality is often abstract and quite difficult to evaluate due to the unique characteristics of the service. Quality assessment often occurs during interactions between customers and service providers.

Basic Perception of Service Quality: There are 3 levels.

- Good service quality: Service is perceived to exceed customer expectations.
- Satisfactory service quality: Service meets customer expectations.
- Poor service quality: Service is perceived to be below customer expectations.

Customer expectations are created from four sources:

- Word of mouth information.
- Personal needs.
- Past experience.
- Advertising and promotion.

Among the above sources, only the fourth source is within the company's control.

Service Quality is Affected by the Following Factors

- Client.
- Qualifications, abilities, skills and working attitudes of staff and service workers.
- Infrastructure.
- Quality of service implementation and delivery process.
- Service operating environment.

1.3.2.3 Basic Characteristics of Service Quality

The Service Industry has Some Important Characteristics as Follows

- Intangible (immaterial): Services do not exist as physical products but have an abstract nature. Customers cannot see, touch, taste, or hold services while consuming them.
- Indivisible: The process of production and consumption of services does not occur at the same time. Services cannot be produced first, stored in warehouses and then consumed. It always depends on its origin and cannot be separated from that origin.
- Instability: Service quality can vary within a wide range, depending on many factors such as the service provider, time, location of provision, and specific conditions.
- Non-retainable: Services cannot be stored or hoarded, which is reflected in the application of penalty clauses in case of service cancellation, such as airlines imposing flight cancellation fees.

Characteristics of Service Quality Include

- Service quality is closely related to people, and it is expressed through factors such as education level, cognitive ability, and professional level of service providers.
- Service quality is mainly cognitive, that is, customers often set service requirements based on information available before they use the service and evaluate based on their experiences. when using the service.

- Service quality varies depending on the service provider, consumer, and the specific time when the service is performed. This makes it difficult to determine a uniform level of quality for each service, and the same service can be evaluated differently by different customers and suppliers.

1.4 Factors Affecting Service Quality

Product quality is formed throughout the production and business process of enterprises. This process starts from the product design stage, followed by strengthening the management of raw material procurement, implementing the production process, distribution and finally the consumption process. The complex and integrated nature of the quality concept requires the interaction of many different factors.

These factors not only come from the external business environment but also include factors within the business organization. All of these factors are closely related and contribute to creating the quality of the products that businesses produce.

1.4.1 Factors Inside the Enterprise

Human resources play an important role in business operations. They are an important resource to create high-quality products and services that meet market needs. Along with technology, people contribute to reducing production costs and ensuring product quality.

- The formation and development of human resources capable of achieving product quality goals is an important part of quality management in the current era.
- Other factors also play an important role. A business's existing machinery, equipment and technology all have a great impact on product quality. The modern level of machinery and equipment, as well as technological processes, play an important role in determining the quality of the product. Effective use of available machinery and equipment, combined with innovation to improve product quality, is an important direction to improve business operations.
- Regarding raw materials and the enterprise's raw material supply system, it should be emphasized that raw materials play an important role in determining the quality of products. The characteristics and quality of raw materials directly affect the quality of the final product. Each type of raw material has its own characteristics, contributing to the unique quality characteristics of the product. To achieve quality goals, maintaining uniformity and standardization of raw materials is important. This requires a tight and timed supply system, ensuring that raw materials are supplied of the right type, quality and quantity required. An effective supply system not only ensures continuity of supply but also promotes cooperation and consensus between suppliers and manufacturing enterprises.
- Regarding the level of organizational management of an enterprise, quality management is often based on a system perspective. A business is considered a system, in which coordination and unity between functional departments is important. Achieving levels of quality, especially in terms of cost reduction, require a high level of management organization. The quality of management directly reflects the quality of the enterprise's operations. According to WE Deming, up to 85% of quality-related problems come from

management activities. Therefore, improving management is an important opportunity to improve product quality, meeting customer needs in terms of both cost and other economic and technical indicators.

1.4.2 Factors Outside the Enterprise (Macro)

- The globalization trend and the participation of many countries in the economic integration process have promoted international free trade. With the development of science, technology and information, businesses must have the ability to be flexible and adaptable. Competition is increasingly fierce and the market is flooded with products and services.
- The market plays an important decisive role in the development of product quality. Products exist based on their ability to meet customer needs. To improve product quality, businesses must clearly understand the characteristics and trends in the market. The market often follows the laws of value, supply and demand and competition.
- The level of progress in the field of science and technology is very important for improving product quality. Product quality is reflected in the technical level that the product achieves. Advances in the fields of science and technology provide the tools and means to research, understand needs, and transform needs into more specific product characteristics.
- Economic management mechanisms and policies of countries have a significant impact on improving product quality. The legal environment, along with policies and management mechanisms, can stimulate or reduce businesses' motivation to invest, improve and enhance the quality of products and services. Appropriate policies can promote creativity and innovation in businesses. Conversely, inadequate mechanisms can reduce incentives to improve quality.
- Cultural and social requirements: consumption habits and customs will greatly affect the success or failure of the business, including: Consumption habits, solvency, other economic conditions.

1.5 Criteria for Evaluating Service Quality

- Reliability: Reliability is the ability to provide the promised service reliably and accurately. Providing reliable service is one of the basic expectations of customers.
- Responsibility: Is the willingness to actively help customers and provide services enthusiastically. In the event of service failures, the ability to recover quickly can create a positive perception of quality.
- Assurance: Is performing service politely and respectfully, communicating effectively with customers, showing genuine concern and maintaining their confidentiality.
- Empathy: Demonstrating thoughtful care and personal attention to customers. Empathy includes being approachable and making an effort to understand the customer's needs.
- Tangibility: Is the presence of working conditions, equipment, people and information means.
- Business processes need to comply with a number of important criteria. First, the process must be consistent, ensuring that all activities are carried out according to the same standards and regulations. The process also

needs to be seamless, meaning it must be seamlessly related from start to finish, leaving no room for omissions or confusion.

- Next, the process must follow logic, meaning the steps in the process need to follow a logical sequence and have a reason. The process also needs to be comprehensive, meaning it must include all aspects of the business activities that the enterprise is performing. The process needs to be able to be monitored, easily evaluated and analyzed to ensure that it operates effectively. Finally, the process must be flexible, adjustable and changeable to suit the specific business activities of the enterprise.

1.6 Lessons Learned

To achieve success, businesses must always put customers at the center of all activities. This perspective needs to be clearly understood and continuously expressed in building strategies and implementing activities in every part of the enterprise.

Particularly in the service and technology sectors, it is important to demonstrate professionalism in every aspect of the process and service style. The quality of the product or service, along with the way it reaches and serves customers, plays an important role in going far on the road to success.

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