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### Evaluate Sales Activities of Companies in Vietnam

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#### Abstract

Vietnam's economy is on the path to integration and development, therefore the business market of enterprises is increasingly expanding. This has created production and business opportunities, while also containing potential risks that threaten the sustainable development of businesses. To contribute to gaining competitive advantage and achieving

the goal of market expansion, businesses are required to invest in research, further improve customer care activities, retain old customers and gain new customers. many new customers. Only then will the enterprise maintain its stability and development in the current conditions.

**Keywords:** Sales Activities, Evaluation, Vietnam

#### 1. Introduction

##### 1.1 Concept of Selling

Sales is an economic activity aimed at selling the manufacturer's goods to all different consumers in society. However, due to different approaches and different research purposes, in reality there are many different concepts about sales.

According to Philip Kotler, "Sales is a form of direct introduction of goods and services through exchange and conversation with potential buyers to sell goods."

James M. Comer defines "Sales is a process in which the seller discovers, creates and satisfies the needs or desires of the buyer to meet the satisfactory, long-term interests of both parties."

John W. Ernest & Richard Ashmun believe that "Sales is the process of determining the needs and wants of potential buyers, introducing the product in a way that makes the buyer decide to buy".

Thus, although there are differences in expression and scope, the above concepts also have many similarities. And with the above approaches, we can understand: Sales is a process in which a salesperson not only simply meets the needs and desires of buyers but includes stages of learning, discovering needs, even creating needs, then meeting the buyer's needs. buy.

##### 1.2 The Role of Sales Activities

###### *Generate Revenue and Profits for Businesses*

Sales is an activity that directly brings revenue and profits to businesses. The higher the sales revenue, the more resources a business has to reinvest, develop production and business, and improve its competitive position in the market.

At the same time, well-executed sales activities will help businesses create a good image in the eyes of customers, enhancing the reputation and brand of the business. From there, build a strong growing business in the market.

###### *Build Relationships with Customers*

Sales activities are not simply about selling but also the process of building relationships with customers. Good relationships with customers will help businesses retain old customers, attract new customers and expand the market.

By creating positive and memorable experiences for customers. When they feel satisfied and trust the seller, they are more likely to return to buy and recommend the business's products or services to others.

*Promote the Development of the Economy*

Sales activities generate income for businesses and salespeople. As businesses grow and expand, the need for human resources also increases, thereby creating more jobs for workers. Sales also promote the consumption of goods/services, thereby promoting production activities. As demand increases, businesses will have to produce more to meet customer demand, which may lead to expansion or investment in new production infrastructure.

When sales activities grow, businesses' revenue and profits increase. Can lead to overall economic growth of a country or region. Sales activities generate income tax, value-added tax, and related taxes for the government. These revenues are used to invest in public sectors such as education, healthcare, infrastructure and other development projects, contributing to overall economic development. can.

*Sales Help Serve Social Needs*

Sales provide essential products and services for life such as food, clothing, housing, education, healthcare. Helping people meet their basic needs and their needs family. Sales also provide products/services that improve quality of life such as electronics, home appliances, entertainment services, etc., helping people enjoy life more fully.

Through analysis, it can be seen that the great role of sales activities is undeniable. For that reason, sales work needs to be focused and invested. Especially in a competitive economy and startups constantly springing up, sales activities need to consider customers as the center, always closely following their needs and expectations.

**1.3 Objective of Selling Activities Row**

Sales goals are expected business results set by the company over a certain period of time. Each sales goal must be specifically stated and measured with data, so that employees can ensure their achievement and managers can easily control business results in each period.

Sales goals need to be realistic and broken down so that they are easy to implement and manage. In particular, they must aim for certain long-term results, such as increasing the market, expanding new products, etc. Managers should be able to set focused sales goals enter:

Focus on:

- Increase sales collect
- Increase the number of guests new
- Promote business number
- Increase profits profit
- Improve the selling process row
- Reduce expenses fee.

**1.4 Characteristics of Selling Activities Row**

Sales is an important business activity, acting as an intermediary between producers and consumers, helping goods circulate and creating profits for businesses. Sales activities have the following characteristics:

- A sale takes place between two or more beside.
- Sales includes sellers and people buy.
- Goods and services are exchanged for assets and money.
- The sale is considered a deal in the financial markets. Here, the guarantee is given to the buyer according to the compensation agreed upon favorable.

- A sale involves the transfer of assets from one party to another other.
- Any goods and services received without the exchange of money or property are considered a donation and not a sale row.
- Sales activities require sellers to actively seek customers, introduce products or services, and persuade customers to buy row.
- Sales activities take place in a competitive environment, requiring sellers to have effective sales strategies and skills to overcome their competitors in the market.

**1.5 Sales Classification Row***Retail*

Retailing is the process of selling consumer goods/services to customers through multiple distribution channels to make a profit. Retailers meet identified needs through a supply chain.

Retail distribution channels include:

- Traditional retail: Traditional retail stores such as supermarkets, convenience stores, grocery stores chemistry.
- Online retail: E-commerce websites such as Amazon, Shopee, Tiki.
- Multi-channel retail: Combination of traditional retail and online retail gland.

*Direct Sales*

Direct selling is a form of sales in which the salesperson directly contacts potential customers to introduce, advise and convince them to buy products/services. Selling directly without going through any retail intermediaries such as stores, supermarkets, agents.

Direct selling can be classified into two main models:

- Single-level marketing: In this model, the salesperson is the person who directly retails the product products for consumers and only receive commissions on the quantity of products consumed by themselves Okay.
- Multi-level marketing: With this model, salespeople don't just retail products to customers consumers but can also recruit and train additional sales staff. They will receive commissions from the retail sales of their own products and commissions from the retail sales of the products of the sales staff they recruit use.

*Selling at Home*

Home sales is a form of sales in which the salesperson goes directly to the customer's home to introduce and sell products. This form is often applied to products such as functional foods, household appliances, insurance, telecommunications.

*Sales Representatives*

Agency Selling is a form of selling in which a third party, usually a company or individual with experience and expertise in the field of sales, sells products on behalf of a manufacturer products/services for customers. Sales representatives are typically paid commissions based on their sales. They often have a large customer network and understand the needs of the market school.

*Selling via mobile*

Mobile sales is the use of mobile devices such as phones to perform sales activities. This activity is also known as Telesales.

*B2B sales*

B2B sales stands for "Business to Business", meaning "Business to Business". This is a business model in which businesses sell products/services to other businesses.

Customers of B2B businesses are organizations and businesses, not individuals. Therefore, the B2B sales process is often more complex and time-consuming than B2C sales.

*Online Selling*

Online selling is a form of trading on the internet. Online sales use popular sales channels such as business websites, social networking sites and e-commerce platforms.

Unlike traditional sales, online sales do not require a physical store. Sellers only need to have a website or social network page to introduce products and reach customers. After the customer places an order, the seller will deliver the goods to their door or send the goods through shipping units. This form of business is currently widely applied in Vietnam, especially on social networks Tiktok.

*Selling Goods to the State and Government*

Sales to the state and government are activities of selling goods and services to state agencies, socio-political organizations, people's armed units and public service units. In a market economy, the state does not directly produce or do business, but only plays a management and administrative role. Therefore, the state needs to purchase goods and services from other businesses and organizations to serve its activities.

Sales to the state or government can be done in the form of bidding, direct procurement or procurement of specific goods and services.

**1.6 Factors Affecting Sales Activities-Customer Factors****1.6.1 Macroeconomic Environment Issue**

**Economic environment:** This environment greatly affects sales activities, especially the organization of goods consumption networks. When the economy develops, people's income also increases, so consumption costs will be more important and transparent. On the contrary, when the economy faces many difficulties, people must increase Increase accumulation for backup, which leads to reduced spending costs and the amount of goods consumed will decrease.

**Socio-cultural environment:** When investing in production and trading of any product, the Company must consider issues of population, customs, population density, habits, preferences and many other factors. Different in the socio-cultural environment of each market region in which the enterprise intends to organize a sales network or assign a sales force in that area. Science and technology

**environment:** When science and technology is developing at a high speed like today, the market changes every day, the application of modern scientific and technological achievements in production and economic activities is difficult. Entrepreneurship will bring businesses many competitive advantages due to increased labor productivity, increased quantity of goods produced and the ability to seize

opportunities by capturing a lot of quick and timely information on the market. However, the sales organization of businesses requires development corresponding to continuous changes in technical factors in order to master technology and take full advantage of the advantages that science and technology bring brought during the sale organization process row.

**Legal environment:** The legal environment greatly affects the sales activities of businesses. Political-legal issues related to political institutions, political policies, foreign affairs, political stability, and system of legal documents. These issues affect the supply of products and consumption behavior of the entire society. When politics is stable, companies can feel secure in organizing production and business, and people can feel secure in doing business, leading to improved living standards and their needs, and the economy will develop. From there, consumer behavior will also change, consumers will pay more attention to product quality, packaging design, reputation, and brand, from which businesses will have appropriate policies for their operations sell.

**Natural environment:** Includes factors such as climate and geographical location of the target market that greatly affect the preservation, storage, and speed of transportation of goods. Therefore, in many cases, businesses must have a specific sales network and an appropriate form of sales force organization to limit the negative impacts of the natural environment on goods and the speed of goods consumption.

**1.6.2 Special Business Environment Enemy**

**Environment and competitors:** Normally, any business that operates for profit understands the competitive element that always exists in business, especially in a market economy with objective existence of many economic sectors, market regulations also cause businesses many difficulties. Reality shows above.

In the marketplace, the strong often win over the weak. This requires businesses to carefully review competitors to have specific policies and plans to cope with and surpass competitors. In the sales organization of competitors, they are stronger in terms of sales force and consumption network because they apply preferential policies to distributors, have sales staff remuneration policies, etc. Will has a significant impact on the business's sales organization and consumption plans. This requires managers to have a strategic vision and a specific sales organization plan in accordance with market requirements.

**Customer base:** As a key factor, awareness of customer behavior is mainly through the sales force. A business's customers are very different in terms of qualifications, age, tastes, preferences, income, consumption habits, etc.

Businesses must conduct research on their customer base and deploy a qualified sales force that understands customer psychology. In order for sales activities to ensure the basic benefits of consumers such as: Being provided with complete and accurate information surrounding product issues and satisfying their wishes with an enthusiastic attitude. Friendly, fast, effective.

**Characteristics of business lines:** For non-durable goods that are consumed quickly and must be purchased frequently, businesses must always have these items available to regularly supply to the sales network to ensure timely delivery consumer needs of customers.

For goods and services, they are beneficial activities, mainly to satisfy beauty needs. Requiring the sales force to have high professional qualifications, the ability to communicate and respect customers.

## 1.7 Factors Affecting Sales Activities-Main Factors

### 1.7.1 Financial Capacity and Human Resources Force:

(Quantity and quality) will determine the technical facilities and business technology that the enterprise applies. That means the size of the business and the business strategy that the business needs to implement have a huge decision on the sales activities the business applies, the ability to collect and process information. How. From there, businesses will choose a reasonable sales plan.

Enterprises with strong financial resources and large scale will be more flexible in choosing sales networks than small-scale enterprises with limited financial resources. The greater the financial capacity of a business, the more geographical areas it can occupy in many different markets. Increasing the scale of a business's sales organization will increase sales output, but at the same time sales costs will also increase, leading to increased product prices. Therefore, before implementing, businesses must consider and calculate to have the most reasonable scale of sales organization factors affecting sales activities.

According to the concept of management, "management is ultimately the management of people". People are always an important resource and play a central role in all issues related to the production and business activities of the enterprise. Starting from that importance, businesses must always pay attention and focus on training and improving the capacity and qualifications of the enterprise's workforce, especially the qualifications of managers.

### 1.7.2 The Potential is Empty Image:

Intangible potential creates the strength of a business in commercial activities through the indirect "sales" ability of the store. Power is demonstrated in the ability to influence and influence customers' choices, decisions and purchases. The strength of intangible assets represents: The Company's image and reputation in the market, which today is still called "brand". A good image of the business will create in the hearts of customers.

Lots of trust and peace of mind about quality goods and services. Stimulating customers to buy the store's products. In addition, intangible potential is also expressed in reputation and leadership relationships: It greatly affects commercial transactions, especially in the form of sales at the highest level, in large contracts or in transactions. Sales in small businesses.

### 1.7.3 Scale of Goods Sold-Factor Affecting Sales Activities Row

Goods sold in stores have increased in both quantity and type. Organizing and arranging goods in a scientifically reasonable manner is not a simple matter. As the scale of goods increases, the management and accounting of goods becomes increasingly complex, requiring more stages and steps. Business efficiency is also partly affected by the above issue.

### 1.7.4 Influence of Bar Method

Fast payment methods ensure safety and convenience for customers, reduce waiting time, and certainly attract more

customers. On the contrary, cumbersome payment regulations, going through many intermediary stages, taking a lot of time for customers to wait, will cause frustration for customers and will certainly reduce the number of customers returning to buy products for businesses.

### 1.7.5 Level of Organizational Management

The performance of each department depends greatly on the management of superiors. The organizational and management abilities of the Company's leaders are based on an integrated, comprehensive perspective focusing on the interactive relationships of all departments, creating real strength for the store in business.

### 1.7.6 Geographic Location of the Business

A convenient location (near the road, densely populated area, convenient for shopping and transportation) this can be considered the invisible strength of the store. Not in every geographical location, businesses can build the same sales system.

## 1.8 Criteria for Evaluating Sales Activities Row

To optimize business results, administrators need to grasp the current situation and determine which areas to invest in to improve sales and minimize costs. Below are some indicators that administrators need to understand when evaluating business performance:

### 1.8.1 Financial Report Table Main

The first factor to evaluate sales effectiveness is the specific numbers in the financial statement. Through the inflow and outflow of cash, administrators will know where the cash flow is and whether it is being used appropriately or not. Through that, there will be the most appropriate change strategies.

### 1.8.2 Evaluate Multiplication Efficiency

To contribute to the success of an enterprise's business operations, human resources are one of the most important factors. Accurately evaluating the performance of each department and division will help administrators see labor performance in the same industry and determine whether the human resources team has been operating effectively or not. Human resources have an important role in affecting business performance.

### 1.8.3 Evaluate Guest Satisfaction Level

*In the criteria for evaluating the sales performance* of a business, the step of determining the level of customer satisfaction with the company's products and services is indispensable. To create a strong foothold in the market with outstanding products and services, businesses need to have market research strategies to make the most appropriate changes to reality.

At the same time, a survey of customer satisfaction with a brand will be the foundation to help that brand have long-term strategies to increase market share in the industry.

Not only that, if businesses know how to exploit loyal customers, they will bring a lot of value. This will be a customer file that brings a stable source of revenue for the business and moreover, this will be one of the extremely effective sources of word-of-mouth marketing.

### 1.9 Lessons Learned from the Gioi Di's Sales Activities

Today's phone and electronics market has a very high level of competition, not to mention pressure from retailers from abroad, but Mobile World still maintains its position as a retail "tycoon" and is growing increasingly competitive. A bigger and stronger one. Along with thegioididong-4P's marketing mix strategy, the company also deploys a multi-channel marketing strategy, which focuses mainly on optimizing SEO and content marketing, bringing an interesting experience to customers.

#### 1. Thegioididong's Marketing Strategy is about optimization SEO

SEO optimization is search engine optimization, with actions and methods to improve the display ranking of a website on search engine results pages.

This is thegioididong's most successful and effective marketing strategy Including.

Steps:

##### ▪ Step 1: Build a Content Management System (CMS)

Based on its existing information technology foundation, Mobile World has built a CMS system that meets basic SEO standards, helping the content production team successfully complete the SEO standardization process. Easy way, thereby increasing organic traffic to your website me.

##### ▪ Step 2: Build a Team Specializing in Producing Standard Content SEO

After building the CMS system, thegioididong's marketing strategy stepped into building a team specializing in producing SEO-standard content. They search, analyze and present issues of interest to Smartphone users. The largest and most successful content is the 24h technology section, also known as technology news, specializing in providing the latest information about electronic devices.

##### ▪ Step 3: Open the Comment and Rating Feature Price

After setting up the content system, Mobile World opened the comment and review feature. This feature allows customers to share their opinions and views about Smartphone products. In this way, the company not only increases interactions with customers and promotes its products, but also understands their needs to thereby improve and enhance the quality of its products and services than.

#### 2. Chien Comb Marketing belong to Mobile World about Job Dark Pros Onion Submit Guest Row (Customer Journey)

Customer journey- The customer journey is one of the three most successful strategies in thegioididong's marketing strategy. This strategy reflects the entire experience that customers have with a business from the moment they become aware of products, services and companies until they become loyal customers of the business.

The gioididong's business strategy focuses on taking the customer journey as the foundation. The customer journey is a set of customer contact points before, during and after the sale.

##### ▪ Pre-Purchase Stage

Thegioididong's website brings the best experience, fast speed, simplicity and convenience. And another special

feature is that it is implemented in a consulting model, not online sales like other websites. Consulting here is thanks to the website, which has the ability to compare any product lines that customers need to learn about. Thus, before making a purchase, customers can easily learn about the features, technology, and fashion of the product they want to see.

##### ▪ Buying Phase Row

Thanks to the consultation process at the pre-purchase stage and actual product experience at stores, buyers can easily make choices. Not only that, thegioididong's marketing strategy has created a system of stores distributed throughout the provinces and cities in the country. This also helps customers easily learn about the product, thanks to which Mobile World's CES index (index to measure customer satisfaction) reached almost the highest level compared to all other competitors. Other businesses in Vietnam Male.

##### ▪ Post-Purchase Stage Row

When the phone calls to the customer care switchboard, the system will show the entire history so that the consultant can provide the best possible support to the customer. And this can be done at any store in the Mobile World system. Information about the customer journey is tightly managed and shared cross-wise so that employees of each department at "touchpoints" on the customer journey can see and understand the context of that customer.

Other brands fail to retain customers because each department only tries to fulfill its own KPIs without a close connection with each other, making the customer experience journey fragmented. With thegioididong's marketing strategy, by optimizing the customer journey, they have built a full management system of customer contact points and connected them together seamlessly, consistently and understand customers. This is an extremely effective way to care for and attract customers that not every business can do.

#### 3. Thegioididong's Marketing Strategy on Implementing Advertising and Promotion Programs Forever

Thegioididong's marketing strategy is attractive advertising and promotion programs to attract customers.

##### ▪ Hot Promotions Guide

The promotion program is applied when customers buy an iPhone from the company. Buyers will receive a special voucher worth 100,000 thousand VND. They can use this voucher to buy scratch cards or game cards.

In addition, when purchasing any product at the store, buyers will also receive many attractive products and vouchers.

##### ▪ TVC Advertising

To attract customers, Mobile World also promotes many advertising programs in the form of broadcasting TVC ads on television and outdoor LED screens, focusing on advertising for 4 phone brands: Samsung, Iphone, Xiaomi, Oppo. Advertisements with memorable, repetitive images, eye-catching colors and impressive messages are shown during prime time frames to increase viewer attraction and reach all customer segments.

Above is the entire sharing about thegioididong's marketing strategy. Through the strategies that Ori agency mentioned

above, hopefully your business can gain more useful knowledge to apply to your advertising campaigns more effectively.

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