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Evaluating sales effectiveness at MISA Joint Stock Company

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Abstract

This article investigates and evaluates the sales performance of one of the largest accounting software companies operating in Vietnam. Next to that, we propose several practical solutions to enhance sales performance of this and similar companies regarding size, scale and field of activities to boost the overall sectorial performance of this industry.

Keywords: sales performance, sales effectiveness, evaluation, assessment, MISA, accounting

1. Introduction

An organization (business) exists and develops thanks to the sale of products/services it has made to make a profit. Competition in the developed market economy is becoming more and more fierce. Competition is both a tool for selection and a tool to eliminate production and business enterprises in the market. To survive and develop, businesses need to be autonomous in production and business activities and find ways to maximize profits. Businesses operate in an ever-changing business environment with many opportunities and potential risks with the fiercest level of competition. Therefore, in order to maintain and enhance the position of businesses in the market, businesses are required to always have proactive and appropriate market approaches and be ready to deal with all threats and risks. competitive pressure in the market, enhancing sales activities, by constantly innovating and perfecting the management apparatus, improving technical facilities, improving the qualifications of staff and workers, and strengthening accounting and planning work is an indispensable and powerful right hand, bringing revenue to businesses. However, for each person, each object, each commercial enterprise, there is a different way to do business, but the first and last basic purpose of all businesses is to sell goods. , gain high profits and maintain credibility with customers. MISA Joint Stock Company is a commercial enterprise, so all of the company's activities are mainly through the sales network. Therefore, for the company, building a reasonable business network with a dynamic sales team is extremely important and has a direct impact on the survival and development of the company. During my internship at MISA Company, I realized that the company's sales process is very standard and extremely effective. Realizing that importance, I conducted this topic in the hope of being able to give a more objective view of the sales process at the company and be able to make some assessments on the effectiveness of the process. MISA Joint Stock Company's sales program improves business performance, achieving more success for socio-economic development.

2. Research objectives of the topic

Main objective of the study: Evaluate the effectiveness of sales activities at MISA Joint Stock Company. Provide a complete assessment of sales activities based on the results of analyzing the current status of sales activities at MISA Company.

3. Subject and scope of research

Sales activities of MISA Joint Stock Company

Space: MISA Joint Stock Company

Time: During the process of completing the graduation thesis

4. Research Methodology

Use a hands-on, information-gathering approach. Data were collected at MISA Joint Stock Company. In addition, we also collect information from outside through the website.

Methods of recording, listening, applying, and asking questions.

Comparison method: Compare the company's business results, costs, and profits in the period 2020-2022.

General statistical method and evaluation method: Statistics and synthesis of economic indicators from which to see the general situation of sales activities at MISA Joint Stock Company in order to relatively evaluate the current state of operations. The company's sales activities and give an overview.

1. Theoretical Basis

1.1. Concept, nature, role of sales activities

1.1.1. Concept of sales activities

According to some popular modern views, the concept of selling is defined as follows:

- Sales is the foundation of business which is the meeting of sellers and buyers in different places that helps the business achieve its goals if the meeting is successful in negotiating the exchange of products.
- Sales is the process of contacting potential customers to understand customer needs, presenting and demonstrating products, negotiating sales, delivery and payment.
- Sales is serving and helping customers to give customers what they want.

According to Philip Kotler in 2018, "Sales is a form of direct introduction of goods and services through exchange and conversation with potential buyers to sell products."

According to James M. Comer in 2005, "Selling 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." beside".

Thus, although there are differences in expression and scope, the above viewpoints have many similarities. With the above approaches, we can say: Sales is a process in which the seller not only simply meets the needs and desires of the buyer but includes stages of learning, discovering needs, and even Create demand and then meet buyers' needs.

1.1.2. The nature of sales activities

The nature of sales activities is to ensure the rights of the seller and also to ensure the rights of the buyer. People in the sales force have many titles such as sales person, sales representative, customer manager... but all have the common characteristic of being in contact with customers and being directly responsible. About selling your business's products or services.

In the modern sales process, sellers are responsible for proactively searching, discovering, consulting, stimulating, and suggesting customer needs. Proactive selling will meet even the hidden needs of customers, helping customers to be satisfied and businesses to sell more products. Proactive sales

help businesses improve their competitiveness. From there, we can see some basic nature of sales activities:

- The goal of sales activities focuses directly on growing sales.
- To achieve operational goals, sales is deployed mainly through the activities of the sales force with specific tactics and detailed instructions for sales staff on how to approach and transact (sales) and develop long-term relationships with customers.
- The sales function is considered to only work when the business actually has a product to bring to market.
- Sales focuses primarily on relationships with external customers, although it is recognized that the relationship between individuals and different parts of the business contributes meaningfully to sales results for the organization. external customers.

In short, in essence, sales activities focus on selling products to customers outside the business and through the basic tool of the business's sales force.

1.1.3. Meaning of sales

Sales plays a very important role not only for each business itself but for the overall development of the entire socio-economy.

For businesses: Sales is the final stage of the business capital circulation process, sales activities are a condition that helps businesses survive and develop. In the market mechanism, selling is an art through which businesses generate revenue and create profits, which demonstrates the competitiveness of the business in the market and is the basis for assessing the level of organization. Management and business performance of enterprises. At this time, businesses have the conditions to distribute material benefits between businesses, employees, and the state. Sales activities also have a relationship between businesses and consumers, so doing well in the sales stage is the best way for businesses to develop and stand firm in the market.

For the economy: sales have an effect on supply and demand in the market, are a condition for social reproduction, and are a close combination between the circulation of goods and the circulation of money to create stability and stability. Improve the lives of workers as well as contribute to growth in the economy. Through the market, sales contribute to the balance between production and consumption, between consumer demand and payment ability, ensuring balance between industries and sectors throughout the economy.

1.1.4. The role of sales activities

The ultimate goal of production and business activities is always determined by businesses as profit. To achieve this goal well, businesses must perform well the intermediate goal of sales. In a market economy, businesses must be financially independent and conduct business accounting independently. Therefore, in order to survive and develop sustainably in conditions of fierce competition and strong integration trends, when the boundaries between countries are increasingly blurring, businesses must perform their operations well. sell. Only by selling goods can businesses recover business capital, make profits, reinvest, and expand production and business scale. Sales in business is considered a basic activity, playing an extremely important role for businesses in particular and for the economy and society in

general quality, structure, time.

1.2. The sale forms

According to Le Dang Lang in 2009, the main function of sales is to transfer goods from suppliers, manufacturers to customers to satisfy consumer needs, production needs or the need to seek profits, so Depending on the purpose and effectiveness of the circulation process, there are different forms of sales. Some forms of sales are as follows:

Retail: Retail is a direct selling activity to the final consumer to satisfy personal, non-commercial consumption needs. The characteristics of this form of sales are reflected in the main selling subjects being retail store owners or stall staff, and the buying subjects include individuals with the nature of purchasing to satisfy personal needs. or household. On the other hand, in this form of sales, the number of products per purchase is small, the level of product brand loyalty is low, and the purchase decision behavior is quick.

Wholesale: Wholesale is a general sales activity, usually to satisfy the business needs or seek profits of customers. The characteristics of this form of sales are reflected in the sales subjects including distributors, level 1 and level 2 agents and the purchasers are usually retailers, intermediaries and at the same time charge Purchased goods used to resell for profit. Besides, the number of products purchased each time is large, the level of product brand loyalty is high and the purchasing decision behavior is slow - thorough for the first time and quickly for subsequent times.

Direct sales: Direct sales are sales activities carried out through direct transactions with customers. Characteristics of this form of sales are reflected in the sales subjects being sales staff, the purchase subjects being individuals or organizations, the nature of purchases used for personal consumption or to serve the activities of the company organization, but satisfying personal needs is still the main thing. Besides, the number of products per purchase is often small, the level of brand loyalty is not high and the purchasing decision behavior is quick. Contract sales

Contract sales: is a form of sales carried out through a contract signed between the parties. The characteristic of this form of sales is that the selling subjects include organizations and individuals, as well as the purchasing subjects. In addition, the purchasers often buy for production or reproduction, the number of products per purchase is often large, at the same time the level of brand loyalty is very high and the purchase decision behavior is very slow, often rewarded many stages.

Sales by phone: Sales by phone is a form of using the phone to sell goods. Characteristics of this form of sales are reflected in the sales subjects being employees of organizations or individuals directly selling, and the purchase objects can also be organizations or individuals and the nature of the purchase. goods used for production, resale or consumption. On the other hand, the number of products per purchase depends on the value of the goods, low brand loyalty and slow purchase decision behavior.

Selling via the Internet: Selling via the internet is a form of selling online. Through online advertisements and fake newspapers, customers call to order or order directly online and the supplier delivers the goods to the customer's door. Sales characteristics are similar to telephone sales.

1.3. Sales process

According to Luu Dan Tho and Nguyen Vu Quan in 2016, the personal selling process is a series of activities with 7 steps: (1) prospecting and evaluating customers, (2) approaching, (3) sales presentation, (4) product demonstration, (5) handling customer objections, (6) closing, (7) after-sales care

(1) Prospecting and evaluating customers: Prospecting is the process of identifying or finding potential customers. There are many sources of research that a salesperson can use: Internet, databases, computers, trade fairs, past customers, friends and neighbors, and suppliers other employees, other employees in the company, suppliers, other employees in the company, and contacts at work or in society. Today, modern sales professionals also seek potential customers right from existing customers; people who are familiar and satisfied with the products/services provided by the seller. Salespeople often assume that current customers know everything about the products they offer, but in fact they don't know much; That's why reaching deeper into existing customers is so effective. Before starting to prospect customers, salespeople need to clearly understand the products the company is selling. Additionally, salespeople need to be well-informed about the industry's goods and services in general. They need to find out how other products are promoted and packaged. They can also try out one of 13 services to understand how others are doing. In these ways, they will understand what potential customers want and need – and how they should serve them. Customer assessment is determining the needs, collecting information and purchasing decision-making power of a prospective customer, to determine whether the customer is truly potential or not because not all prospective customers are the same. have enough ability to make purchasing decisions.

(2) Approach: After identifying potential prospective customers, salespeople need to collect relevant information and plan an approach, that is, initial contact with customers. If the company already has a relationship or is allowed to contact customers, it can apply the form of phone sales. To have an effective customer outreach plan, it is necessary to collect as much information about customers as possible. When planning an approach, salespeople need to answer questions such as: Who will I approach, what jobs do they do in the company? What is their level of knowledge? Have they informed me about the idea I'm about to present? What do they need or want? When speaking, should I use technical terms or should I just provide general information? What do they need to hear? Do they need to know more about specific products or how they work for them? Do they need to know about product costs and availability?

(3) Sales presentation: Sales presentation is a function in personal selling activities, responsible for describing important product features and relating them to customers. Salespeople convey the sales message to potential customers by describing the main features, pointing out the product's strengths, and introducing some cases where other customers used this product and had good results. A common form of sales presentation is often presented in a "features - benefits" relationship style, in which the salesperson introduces the goods/services in language that is meaningful to the buyer. 14 In a random sales contact situation, outreach activities and product presentations are often done at the same time.

Random sales contact means calling or meeting customers without an appointment to sell on the spot. Casual sales contact requires the seller to be bold, skilled, and creative. However, even in this format, successful salespeople still value preparation. As recently discovered during economic downturns, the ability to conduct cold sales calls becomes increasingly more important.

(4) Product demonstration: Product demonstration is a step in the personal selling process where customers have the opportunity to try or observe how the product operates or functions before purchasing. The key to having a successful product demonstration is to make the presentation so that the customer is attentive, interested, convincing, and stays in the customer's mind is to make a plan. However, planning also needs to take into account time and space for free exchange of information.

(5) Handling customer objections: Because potential customers often have questions and concerns about the goods or services under consideration. Customer objections demonstrate the potential customer's hesitation. The salesperson can respond to the customer's objection as an opportunity to reassure the customer about price, durability features, availability, and the like. If the customer's objection is about the product's price, the salesperson can suggest a cheaper product or suggest a payment plan. If the customer's objection includes a comparison with a competitor's product, the salesperson can point out clear or similar benefits of his product.

(6) Closing: The key moment in selling is the closing of the sale and negotiation. This is the moment when the seller asks the potential customer to place an order and the outcome depends on the customer's ability to persuade or satisfactorily answer objections. Even if the meeting or phone call ends without If no sales transaction takes place, it does not mean that all efforts are in vain. Salespeople can record this case or send an email to keep in touch to show customers that they are always served at any time.

(7) After-sales care: Sales care is the after-sales activities that help decide whether a new buyer can become a loyal repeat customer or not. In today's competitive environment, the most successful sales professionals make sure that today's customers are tomorrow's customers.

1.4. Sales policy

Sales policies are sales measures that businesses offer to attract potential customers to follow and buy their products. These sales measures are usually discount programs, promotions, product bonuses, etc. Having a good sales policy will help increase profits and increase the competitiveness of the business. When doing business, a business will need to pay attention to the following sales policies:

- Goods or services used to provide to customers, i.e. product policy.
- The customers the product is aimed at, i.e. the distribution policy
- Price of the products, i.e. pricing policy
- Discounts and promotions are used to sell products, i.e. promotional policies.

These sales policies will be closely related to each other.

Purpose: The main purpose of sales policy is nothing more than promoting sales and increasing revenue for businesses. Sales policies will benefit both businesses and consumers.

For business owners, sales policies are designed to attract public attention and interest, helping to increase sales more easily. For different subjects, there will be different sales policies, including customers who are branches, agents or retailers, etc. Regardless of the sales policy, it carries to benefits for businesses.

As for consumers, the sales policies offered by business owners will help them have a happy state of mind and reduce costs when purchasing.

1.5. Customer care after sales

After-sales customer care, also known as after-sales service, are activities aimed at interacting with customers after a sale. After-sales customer care is a process to ensure absolute customer satisfaction with the products and services that businesses provide. This is also an important and indispensable step in the Marketing campaigns of any business. Why must we build a after-sales customer care process? Any business or organization that wants to operate consistently and effectively needs to build a process. A process is a series of actions and arrangements that complement each other, thereby creating a tight structure to bring the best results.

Here are 3 benefits of building a after-sales customer care process:

- **First:** the after-sales customer care process will help businesses strengthen their relationships with customers. Thoroughly solve 17 customer problems, ensuring consumers have good experiences.
- **Second:** As a bridge, turning your customers into business partners.
- **Third:** Have the opportunity to improve or renew your products and services through the after-sales customer care process. In fact, no product or service launched on the market can completely meet customer needs. Therefore, through feedback from consumers, businesses will have the opportunity to perfect and satisfy the market with higher quality products, bringing more value.

2. Overview of MISA joint stock company

2.1 Overview of MISA Joint Stock Company

2.1.1 General information

Full name: MISA Joint Stock Company.

Trading name: MISA JOINT STOCK COMPANY.

Short name: MISA JSC.

Head office: 9th Floor, Technosoft Building, Duy Tan Street, Dich Vong Hau Ward, Cau Giay District, Hanoi.

Phone: 0437959595

Branch name: MISA Joint Stock Company - Ho Chi Minh Representative Office

Address: MISA Building, Lot 5, Quang Trung Software Park, 49 To Ky, Tan Chanh Hiep Ward, District 12, Ho Chi Minh City.

Phone: 02854318318.

Email: asales@hcm.ma.com.vn.

Website: <http://www.misa.com.vn/>

Business registration number: 0101243150 dated April 22, 2002. Issuing agency: Hanoi Capital scale: 1,751,162,150,536 VND

MISA products**MISA software products**

AMIS.VN unified business management software
 MISA SME business accounting software
 Micro-business accounting software MISA Startbooks
 Electronic invoice software MeInvoice
 ESign electronic digital signature service
 Restaurant management software CUKCUK.VN
 Mshopkeeper.vn fashion store management software TVAN
 service - MTAX online tax declaration service
 MISA Mimoso.NET Public Administration Accounting
 Software MISA Bamboo.NET Commune Accounting
 Software
 QLTS.VN asset management software
 HOTICH.VN civil status management software
 QLTH.VN school management software
 Management software for QLCB.VN officers

Mobile applications

Personal financial management application: MISA income
 and expenditure book Golf scoring application: MISA Golf
 HCP

The process of formation and development

Since its establishment in 1994 until now, MISA Joint Stock
 Company has gone through 5 stages marking the most
 significant and outstanding development:

Period 1994 - 1996: Establishing a foothold in the market

In 1994, Lu Thanh Long and Nguyen Xuan Hoang decided
 to establish MISA Group, the predecessor of MISA. At this
 time, MISA built and persisted with the packaged software
 development strategy.

Period 1996 - 2001: Take advantage of opportunities, develop the brand

In 1996, MISA launched the HCSN MISA Mimoso 4.0
 accounting software.

In 1998, MISA Mimoso was recommended for use
 nationwide by the National Steering Committee on IT at this
 time.

In 2000, MISA had its first permanent facility in Ho Chi Minh
 City, serving as a springboard for MISA to conquer this
 market.

Period 2001 - 2010: Rising to become professional

In 2001, the small and medium enterprise accounting
 software product MISA SME was born. In 2004, MISA SME
 7.1 version was launched.

MISA finds ways to reach customers for MISA-SME through
 campaigns: "Tsunami", "Tropical Storm", "Knowledge
 Sharing".

In 2008, MISA CRM.NET Customer Relationship
 Management Software was launched, MISA HRM.NET - the
 first online human resources management software in
 Vietnam.

MISA decided to expand nationwide: MISA Ho Chi Minh
 City (2002), MISA Buon Ma Thuot and MISA Da Nang
 (2004), MISA Hanoi (2007), MISA Can Tho (2010).

Period 2010 - 2017: Develop, expand the market, master the trend of Software as a service

2010 MISA began deploying Cloud accounting services. By

2012, MISA deployed AMIS unified business management
 Cloud service - an ERP system for SME businesses.

2012, MISA launched QLTS.VN Asset Management
 software as the first product for state agencies to completely
 use cloud computing technology. MISA has continuously
 launched cloud-based solutions that meet this policy such as
 the HOTICH.VN Civil Status Management solution and the
 QLTH.VN school management system.

MISA continuously provides management software to
 individual business customers: CUKCUK.VN,
 MshopKeeper gradually become familiar.

Period 2018 - 2023: mastering the 4.0 revolution

In 2018, MISA also launched meInvoice.vn - the first and
 only electronic invoice solution in Vietnam using Blockchain
 technology.

In 2018 and 2019, MISA provided the online golf course
 booking platform MISA Golf, the accounting and micro-
 enterprise connection platform MISA Startbooks.vn, the
 business administration platform or the online lending
 platform for students. DN.

Production and business characteristics**Field of activity**

MISA's main business lines include: Research, development
 and IT application consulting services; Production of
 computer software; Investment consulting services,
 management consulting, IT transfer consulting; Promotion
 and support services for investment and development projects
 in IT;

In addition, MISA also does business in many fields: Trading
 in information technology equipment; Consignment sales
 agent; Trading in telephone equipment and
 telecommunications services; Services for organizing fairs,
 exhibitions, conferences, seminars, events, media, media
 consulting; Commercial advertising services; Printing and
 printing-related services (according to current law
 regulations); Electronic publishing services, design and
 creation of advertising templates; Issuing agents and book
 publishing agents are allowed to circulate; Entertainment
 information services with television broadcasting of mass
 information (except information banned by the State);
 Research, implementation, training services (enterprises only
 operate after being permitted by a competent state agency),
 IT application.

MISA markets and customers

MISA is a leading IT enterprise in the country with an age of
 over 25 years. With professionalism and reputation, MISA
 has gained a huge number of customers, including 140,000
 businesses using MISA SME.NET accounting software;
 55,000/60,000 administrative and business units use MISA
 Mimoso.NET accounting software; 38,000 state agencies use
 QLTS.VN Asset Management software; 10,000/11,000
 communes and wards use MISA Bamboo.NET accounting
 software; 8,000 educational units use QLTH.VN School
 Management software; 4,000 communes, wards, and
 Departments of Justice use HOTICH.VN civil status
 management software; and more than 1.5 million individual
 users are using MISA software applications.

Depending on each type of product, MISA's customer base is
 also different. MISA's products are divided into 3 main

groups: Products for corporate customers, products for individual customers and products for administrative and public customers, communes/wards.

Typical products of corporate customers at MISA: MISA SME.NET - Accounting Software for Small and Medium Enterprises, this is accounting software that helps businesses perform all accounting operations automatically. Prepare tax reports with barcodes and strictly manage self-printed, ordered, and electronic invoices in accordance with regulations and connect to the tax declaration service via MTAX.VN network to submit reports directly to the agency. Tax, chosen by many businesses such as Son Viet Garment Joint Stock Company, WEPRO Entertainment Joint Stock Company, TAKA Company Limited; Melnvoice.vn – Electronic invoice software, will help businesses manage, issue and store invoices. Shoppers immediately receive invoices via email or look up and download online via the internet.

Some typical products in the individual customer sector such as: restaurant management software - CUKCUK.VN, this is software that helps restaurants, cafes, eateries perform sales and management operations. business operations management; Fashion store management software - MSShopKeeper is a comprehensive sales and management solution for fashion stores, handbags, etc., helping to sell quickly, calculate accurately, and report instantly.

Products for public administration and commune/ward customers: MISA MIMOSA.NET - Professional Administrative Accounting Software, helping to perform accounting operations; MISA BAMBOO.NET – Commune accounting software, is software exclusively for commune/ward administrative units nationwide. Therefore, the software is very friendly, easy to use and suitable for junior-level accountants

MISA's market is mainly domestic. It can be seen that focusing on domestic development is a wise choice for MISA as it can develop the IT field in the most advantageous way here.

▪ MISA's competitors

At a time when everything is developing in a technological direction, competition cannot be avoided as more and more technology businesses appear on the market. Including a few businesses currently doing business in software as well as IT fields such as EFFECT Joint Stock Company, VNP Group Joint Stock Company, AsiaSoft with accounting and business management software such as Effect, Fast, G9, 1 Office, ERP, ipos. These are all quite strong businesses with many years of experience in the market.

However, with more than 25 years of combat and development experience, MISA possesses a team of experienced professional staff, plus an optimistic and creative spirit, constantly striving to produce more and more products. Reliable and quality products for customers. All of this will help MISA overcome all difficulties and become increasingly successful and strong.

2.1.1 Enterprise organizational structure

The organizational and operational model of MISA Joint Stock Company includes the General Meeting of Shareholders at the top, then the Supervisory Board, below there is the Board of Directors, followed by the Board of

Directors and the Secretariat, and finally the Representative Offices including the Representative Office of Da Lat. Nang, Buon Ma Thuot Representative Office, Ho Chi Minh Representative Office and Can Tho Representative Office. Along with that is the Corporation Office in Hanoi, the production and information center and customer support.

Board of Directors and Board of General Directors

Mr. Lu Thanh Long: Chairman of the Board of Directors;
Mr. Nguyen Xuan Hoang: Vice Chairman of the Board of Directors; Mr. Lu Hong Chuong: Vice Chairman of the Board of Directors;
Ms. Dinh Thi Thuy: Member of the Board of Directors, General Director; Ms. Nguyen Thi Thuy Lan: Member of the Board of Directors;
Mr. Lu Van Thanh: Member of the Board of Directors;
Mr. Le Hong Quang: Standing Deputy General Director; Mr. Do Hong Quang: Deputy General Director;
Mr. Nguyen Minh Tuan: Deputy General Director.

Members of the Supervisory Board

Mr. Le Anh Tuan: Head of Committee;
Ms. Ngo Thi Thanh Hoa: member; Ms. Do Thi Thanh Thuy: member.

Duties of departments

General Meeting of Shareholders: Decide to amend and supplement the company's charter, except for the case of adjusting charter capital due to selling new shares within the scope of the number of shares authorized to be offered for sale as prescribed in the Company's Charter. . Approval of annual financial reports. Decide to buy back more than 100% of the total number of shares sold of each type. Review and handle violations of the Board of Directors and Control Board that cause damage to the Company and its shareholders. Decide to reorganize and dissolve the company. In particular, the head of the shareholders' meeting is Chairman Lu Thanh Long, who is responsible for outlining the company's strategy, supervising the company's business activities, as well as resolving risks that occur.

Board of Directors: Is the body with full authority to exercise all rights on behalf of the Company except for the authority belonging to the General Meeting of Shareholders. Supervise the General Director and other managers. Other powers and duties as prescribed in the Charter of MISA Joint Stock Company.

Board of General Directors: Implement resolutions of the Board of Directors and the General Meeting of Shareholders on production, business, and management plans; Decide on all issues that do not require a resolution of the Board of Directors, including signing commercial contracts on behalf of the Company, organizing and managing production activities and signing the Proposal for organizational structure. , staff planning, remuneration levels, and employee benefits for the Board of Directors to approve. Prepare annual production, business and military management plans and submit them to the Board of Directors for approval. Report the results of production, business, and management activities periodically to the Military Council.

Corporation Office: Support and assist the Board of Directors and the Board of General Directors in administrative work.

Representative office of MISA Joint Stock Company in Hanoi: Carry out offering, sales and market development activities for the Company's products and services in the areas.

Representative office of MISA Joint Stock Company in Da Nang: Carry out offering, sales and market development activities for the Company's products and services in 6 provinces.

Main office of MISA Joint Stock Company in Can Tho: Carry out offering, sales and market development activities for the Company's products and services in 8 provinces.

Representative office of MISA Joint Stock Company in Buon Ma Thuot: Carrying out sales, marketing and market development activities for the Company's products and services in 4 provinces.

New Enterprise Institute: Research, collect, and build content of knowledge and skills on corporate governance according to the world's best practices on corporate governance innovation to disseminate to businesses. Vietnamese industry. Organize training on new knowledge and skills in corporate governance for Vietnamese businesses. Attract businesses interested in creative innovation and effective application of MISA's software platforms and services.

Production block: Carry out development and maintenance activities of the company's products, services, and platforms

Customer support and consulting center: Consulting and supporting customers in using the Company's products/services/platforms. Record customer error requests and development requests to make recommendations to the Production Department to improve and develop products/services/platforms currently in business.

Information about business operations

▪ MISA's asset scale

The company's main business is producing and providing technology software for business management. MISA's total asset value in 2019 reached **1,315,373,056,639 VND**, in 2020 it reached **1,751,162,150,536 VND**, meaning that the company's asset value in 2020 increased by an amount of **435,789,093,897 VND** compared to compared to 2019. By the end of 2021, the total asset value increased to **2,084,032,606,344 VND**, an increase of **332,870,455,808 VND**. The steady increase over the years shows the effective level of operation of MISA company each year. Next, I will analyze more clearly to see the fluctuations in the company's asset structure from 2019 - 2021.

Short-term assets: MISA's short-term assets in 2020 increased by 377,995,898,648 VND compared to 2019, corresponding to an increase of 37.47%, and increased by 233,445,799,842 VND in 2020, corresponding to an increase of 16.83%.

=> This is positive, showing that the company can meet production needs.

Specifically:

+ Cash amounts tend to decrease, specifically in 2020 there was a decrease of 269,240,576,619 VND in cash compared to 2019, corresponding to a decrease of 63.94%, this decrease in cash comes from many reasons, including including the outbreak of Covid 19. In addition, in 2020, MISA's short-term investments increased significantly, and this is also part of the trend of decreasing cash balances.

Through 2021, the cash amount will decrease, but it is still nearly equal to 2020. This is also a time during the epidemic so the company continues to try to maintain this stable level. Regarding short-term financial investment: in 2020 there was a sharp increase compared to 2019, due to Covid 19 plus the company's high demand for product development, so MISA increased its investment. These short-term finances are raised so that the company can have a foundation to face the Covid period in the near future and the need for product development.

Short-term receivables. All 3 years were maintained, with no sudden increase or decrease. There was a decrease in 2020, which is positive because the company has a strict customer receivable policy and the business does not take up much capital. There will be an increase again in 2021. Covid 19's economic stagnation is one of the reasons why MISA has not recovered debt from customers, leading to a slight increase in 2021 compared to 2020 of the index. this number.

Inventories in 2020 increased rapidly to 560,948,565 VND, an increase of 641% compared to 2019. Normally, for trading and manufacturing companies, this is negative because businesses are burying capital in goods. inventory, slow circulation of goods, lack of careful research on market demand. However, because MISA is a software company, and the period 2020 is the time when MISA develops its products very strongly, this inventory may be packaged software, software versions that have not yet been released. released, the software is not yet complete. And certainly, after going through this period, when the products have been completed and released, it will bring MISA quite a few numbers.

Other short-term assets: although increasing and decreasing over the years, this number does not fluctuate strongly, MISA is maintained at a certain level. This shows that the company's business is still well maintained, especially in the current technological period

Long-term assets: MISA's long-term assets in 2020 increased by 57,793,195,249 VND compared to 2019, corresponding to an increase of 18.85%, and in 2021 increased by 99,424,655,966 VND compared to 2020, corresponding to an increase 27.28%. In general, the total value of long-term assets in 2021 has increased 1.51 times compared to 2019, we can see that the company's assets are increasingly large and the scale of development is increasing. Specifically:

Fixed assets tend to increase slightly over the years, in 2020 it increased by 9,262,294,256 VND compared to 2019, corresponding to an increase of 4.43%, and in 2021 it increased by 25,849,253,763 VND in 2021, an increase of 11.84% compared to last year. 2020. The reason why fixed assets increased like that is because MISA has enhanced facilities, equipment, and modern offices, achieving higher efficiency.

Long-term financial investments have also increased over the years. In 2020, it increased by 38,745,000,000 VND compared to 2019, an increase of 63.93%, in 2021 it increased by 26,057,794,521, equivalent to 26.23% compared to 2020. The reason is due to fixed office rental costs and some other expenses. Other fixed assets also increased during this period.

Other long-term assets in the period 2019 - 2021, although increasing and decreasing, are still maintained at a certain threshold, without much mutation. In general, MISA's asset

scale over the past 3 years has had different changes between items with very strong increases, and items with slight growth, but still with an upward trend, showing that the company has great efforts in promoting the efficiency of its business operations.

MISA's capital scale

The increase in capital use is due to the increase in money and increased investment items, specifically, in 2020 the total capital of MISA increased by 435,789,093,897 VND compared to 2019, corresponding to an increase of 33.13%. and increased by 332,870,455,808 VND in 2020, equivalent to an increase of 19.01%.

The company's liabilities tend to increase over the years, specifically: liabilities in 2020 increased by 276,202,184,826 VND compared to 2019, corresponding to an increase of 72.57%, and in 2020 liabilities increased by 151,460,674,081 VND corresponding to an increase of 23.06% compared to 2019.

Equity also increased, equity in 2021 increased by 340,996,690,798 VND, corresponding to an increase of 36.48% compared to 2019 due to the company expanding its production and operational scale. In general, MISA's capital source tends to increase over the years, this is a good trend, the company is tending to expand its business scale, developing more products to serve the market.

MISA's business performance results from 2019 - 2021

2020 is the period when MISA launches many new products and features. Although this is the time when Covid starts to appear and becomes more and more complicated, it has not yet reached the boom stage, so revenue of MISA in 2020 still grew very well, up 52.58% compared to 2019, corresponding to an increase of 338,786,739,565 VND. In 2021, Covid 19 began to break out more strongly, so there was a decrease in revenue. However, this decrease was not too sudden because MISA has gradually changed its operations and adapted to Covid 19, specifically reducing 31,853,653,258 VND, equivalent to 14.36% compared to 2020.

The growth trend of profits during this period as well as revenue. In 2020, MISA's profit has reached 141,170,485,183 VND, an increase of 305% compared to 2019. Although there is a decrease in 2021, the decrease is not significant, only down 3.18% compared to 2020. The reason is that revenue in 2021 decreased by 14.36% but profits only decreased by 3.18% because in 2021 there was a huge social gap, thanks to which MISA was able to cut a significant amount of operating and maintenance costs. And as a result, at the end of 2021, MISA's profit this year still reached 181,409,781,727, a stable profit level during the stressful Covid 19 epidemic period. From there, we can see that MISA's business activities in the last 3 years have developed normally, and certainly with the current 4.0 technology, MISA will develop even more dramatically.

3. Evaluation of business performance at MISA joint stock company

3.1. Comment

MISA Joint Stock Company has been operating for nearly 30 years, and is one of the leading companies in digital transformation with the ability to solve comprehensive management problems in public administrative units/enterprises/households, individuals, promoting digital

transformation with the world's advanced technologies, MISA's digital transformation platforms strongly contribute to the development of the country's digital economy and society. However, MISA still has many shortcomings, but the company constantly strives to innovate and research to understand customer psychology. The company always exploits customer needs to gradually develop stronger. In addition, MISA also cooperates with the Government and the General Department of Taxation to create suitable products to best support customers. Advantages Sales forms are built and selected appropriately, in accordance with the conditions. Business conditions of the company. Helping companies find customers within an accessible range, indirect sales channels help companies save resources in expanding their customer base and finding contracts. The staff's work before, during and after sales is performed quite well, reflected in the sales staff's consulting and working process with customers. The company's sales procedures are set up in detail step by step to help customers easily follow and trust. Good service quality combined with technical implementation strengths help make sales consulting activities more effective. Limitations The sales process is not optimized and work assignment is not appropriate in some stages. 63 Market research activities have not been developed and carried out professionally and specifically: there is no specific description of target customers, no statistics on competitors. Sales promotion activities are still simple and have not been invested in, sales activities do not have the support of marketing activities: advertising, promotions, etc. The criteria for evaluating sales activities are unclear. clear and specific, the actual effectiveness of sales activities cannot be measured. Finding new customers faces many difficulties, the reason being that the sales staff's qualifications are not high, and the sales staff have not been trained in sales skills.

3.2. Some solutions to improve sales activities

3.2.1. Solution to complete the process

The company's current sales process does not cover all small activities and arising problems. Approaching target customers until after-sales are all within the scope of control of the sales department, leading to a situation where the sales department has to do tasks that are not within its scope of work.

Therefore, it is extremely important to solve problems in sales operations and improve the sales process. The following suggestions on the sales process can help companies exploit efficiency from Marketing and After-Sales Support while helping the sales department focus on their main tasks.

(1) Marketing campaign: Marketing department staff carry out activities such as email marketing, Google Adwords advertising, SEO to attract target customers.

(2) Target customers

- The sales department takes care of and verifies information about the number of target customers it attracts.
- After the customer receives a response email, confirm that this is the lead customer.
- Nurture leads and validate whether this is a sales opportunity or not. If not, go back to the step above, if so, update the lead record.

(3) Create sales opportunities: Confirming that lead customers have sales opportunities creates sales opportunities

(4) Update real customer records: The support department updates customers who have successfully signed service contracts to the company's customer list.

(5) Customer care: Support department takes care of, evaluates, and classifies customers.

(6) Feedback and errors from customers: Record feedback and errors arising from customers.

(7) Reporting and statistics: The Marketing department synthesizes error cases and customer complaints to adjust sales and after-sales policies accordingly. Customer statistics. Statistics on employee activities. Sales statistics. Incident/error statistics.

(8) Business targets: Based on compiled reports and statistics, adjust business targets accordingly. And continue the sales process step by step

3.2.2. Solutions to improve after-sales customer service

Based on the process of research and analysis, it can be seen that most companies' after-sales services are not good, which will affect the company's products. So I have some solutions as follows:

- Create a website so customers can send reviews and comments about staff attitudes and service quality.
- Proactively contact customers for a certain period of time after service deployment before customers contact about problems encountered.
- Synthesize customer complaints and divide them into different groups of cases. This helps staff resolve customer complaints more quickly and professionally.
- Set up an additional team (3-4 people) for customer care and have a specific after-sales customer care process.

3.2.3. Solution

Classify customers and devise appropriate care policies: For companies, customers are always the most important, for any business they want their products to be able to serve the market. Customers' needs and tastes. Because if you don't know who your customers are? What do customers need? Then the new business still exists in the market. MISA company's customers are mainly small and medium enterprises, households, individual businesses, etc. However, the number of each type of product sold varies. Because the company has not focused on customer classification and care, especially offering incentives and suitable prices for each customer group and finding potential customers. Customer classification needs Organize and have specific and accurate plans. Classification has specific decisions that lead to business results and product consumption efficiency. The company should arrange two to three employees to specialize in customer care and synthesize information about the company's long-standing and new customers in order to evaluate the specific quantity of each customer. For customers who have cooperated with the Company for a while but for some reason such as delays in delivery, discount policies, discounts, promotions that are not suitable for customers or other The after-sales policy does not really meet the needs of customers, leading to customers no longer cooperating with the company anymore. The company needs to understand clearly what its policies and promotions really do. Whether that customer is satisfied or not. Therefore, classifying customers and devising customer care policies is extremely necessary for the company's business operations. The classification is through the database that the company

keeps, through name, address, phone number and amount of goods regularly purchased at the company. Average pickup time of batches. Classifying potential customers, large, medium and small customers, classifying regular and irregular customers, etc. Through market surveys, to help the company come up with policies.

3.2.4. Complete solution for sales force

People are the most important and decisive factor. Especially for the technology industry, the human factor is an important and key factor for businesses in times like the present, when competition is increasingly fierce. Building a smart, agile, responsive, and creative sales team is an issue that not only MISA Company needs but all businesses need. Currently, MISA is in a state of near overload because the tax department changed regulations on electronic invoices, leading to MISA staff not being able to support customers in time, so MISA needs to recruit more staff to be able to support customers. In addition, for old employees, MISA should have remuneration policies to help build trust for employees as well as motivate employees to work more effectively. Help employees receive recognition from many directions: Some employees often do not receive praise directly from the company or customers. In this case, when knowing the employee's work results and receiving good feedback, the Company should send congratulations to its employees. Another way to help employees feel recognized within the team is to encourage everyone to recognize each other's strengths. During a group meeting, ask everyone to express their opinion about the colleague they feel is excellent or has made the most progress. The above are just measures built on the company's shortcomings when conducting business activities, and are not really accurate because in reality there are many problems that cannot be solved in theory. Predictable. In general, the mentioned measures have quite low costs, the economy is developed, and the demand for goods is high, creating favorable conditions for the development of water products, so applying those solutions is quite convenient. Human resources are an important factor determining the survival, success or failure of each company. If employees are encouraged, they will work with the company to overcome difficulties to build a strong and growing company. Therefore, even a small encouragement will make work go smoothly and employees themselves feel much more comfortable. There are many different ways to encourage employee morale. Listen: To achieve success in the process of finding good salespeople, an important foundation factor is understanding people's hearts. The company should regularly hold regular meetings, but don't just spend the whole meeting discussing achievements and work results. Suggest to employees to share their goals, passions and career expectations. Keep track of how your employees are progressing with their work and see if they are facing any difficulties that the company can help them with. Trust in employees: Being trusted by the company is always the biggest motivation for any employee. When the company gives trust, at the same time the company sends the message that the work efficiency achieved by employees is really good and superiors do not need to worry about anything when assigning responsibilities to their employees. So the simplest way to show trust in employees is to delegate work decision-making authority to appropriate individuals.

Conclusions

Sales activities play a particularly important and essential role in determining the success or failure of a business selling goods and services. MISA is a company operating in the IT field, providing services and software solutions for businesses and organizations. Therefore, in addition to maintaining existing technical strengths, the company should focus on sales. I had the opportunity to learn about the field of sales activities at MISA, the characteristics of products and services, the working environment as well as the company's sales activities and carried out the topic: "Complete solution". Improving sales activities at MISA Joint Stock Company" Within the scope of this research project, although I cannot analyze sales activities in depth, I have synthesized the theoretical basis of sales and focused on analysis. Those sales activities are the current sales process. For each incomplete content in sales activities at MISA, I have proposed appropriate solutions. In addition to improving all limitations and shortcomings to improve sales activities, a practical and necessary solution today is to have the support of Marketing activities to be able to compete effectively in the market. Through some analysis and comments on Marketing activities in general and sales activities of the company in particular. With my own efforts and efforts, combining the knowledge I have learned with practice, I have come up with a number of solutions to improve the sales process, customer care and support policies, with Reference to contribute to increasing product consumption efficiency for the company. Hopefully this small contribution can be applied to actual business activities, creating an advantage for the company's products in today's fiercely competitive market. Due to limited qualifications and research time, my thesis certainly has many shortcomings. I look forward to receiving comments from teachers to help me improve my writing.

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