

Salesmen's View Points on Implementation of Modern Selling Strategies

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Abstract – The encroachments in sales and marketing segment lead to plentiful automations. These automations assist in augmented selling of products and services. The sales panel within the company is accountable for more than 50 percent of the deals that is occurring. The preponderance of customers has strong trust towards the sellers. The customers believe that the sellers would satisfactorily concentrate on their predicaments. The buyers and sellers are obliged to fabricate a strapping association among themselves. But in contrast, the sellers are curios to build relationships only with hefty customers. This is for the reason that supplying few large customer is lucrative than serving numerous minor customers. This study tries to come across the implementation of modern selling strategy in selling and distribution segment. Data collected from 50 salesmen through a drafted questionnaire. Study finds that sales team is primarily dependent on internet platform to reach their customers.

Keywords – Automations, Customers, Distribution, Segment, Selling, Strategy.

I. INTRODUCTION

The strategic selling spotlights on the existing selling activities and directed for the future performance of successful business. The apprehensions of the customers must be prioritized before selling in order to facilitate a stretched and healthy affiliation with customers. This is accomplished by enhancing the basic skills of the sales personnel whilst selling to the customer through appropriate and unremitting training. The strategic selling aims at offering adequate information at suitable time to permit sales personnel for crafting realistic decisions headed for opportunities. This is attained by means of clustering diverse roles according to the purchase made, estimating point of assistance for dealings, filing all the activities and facilitating information to make dealings. The sales strategy must be apposite for a successful start up. Email outreaches can be employed to instigate the money-spinning niche markets and extend the business.

II. REVIEW OF LITERATURE

Dong et al. (2018) nattered about the selling strategy intended for a specific firm on the basis of various asymmetric markets and also the product information over a period of time. The study proves that before selling season, a firm becomes tentative regarding the market size. At the same time, the customers are unacquainted about their taste match with the products.

Ocon and Alvarez (2014) proposed a model plan for the strategic personal selling for the purpose of effective salesmanship.

Banerjee and Podder (2018) established that the royalty is the optimal one with existence of smaller cost asymmetry stuck between the licenses. The findings of the study are independent of innovation size and costs asymmetry level increase the social welfare.

Wu et al. (2018) weighed against two strategies while introducing an up gradation in the piracy environment. The verdict of the study is the rate of piracy conversion augments in piracy costs on the basis of premium strategy. This may possibly trim down the cost competition in incidence of piracy facets. The strategy depends on the consumer penchants and product worth.

Porter et al. (2003) developed a contingency model in order to examine the impact of selling situation bumped by salesperson happening in the relationship flanked by sales strategy and its performance. The outcome of the study proposes performance results and this would make the relationship brawny in re-buy and also in new buy situations.

Kunhao et al. (2018) constructed a model based on two period products up gradation. The study also takes into consideration strategies based on the three price discrimination. Zhang et al. (2018) explained about the demand variability that is widespread in the existing

modified business environment. The study encompasses two strategies for demand uncertainty such as inventory substitution and probabilistic selling. The results show inventory verdict and also demonstrate the capability of probabilistic trade through the claimed substitution.

Arli et al. (2018) advocated that the e-commerce gains the customer insights. The study uses big data for the purpose of relational selling. The relational selling would influence the artificial intelligence. The anticipation of prospect for relational selling is manipulated in this study. The derivation of six key tenets for the purpose of managerial practices is given in the relational selling.

Hicken et al. (2018) promoted the verdict of field experiments in Philippines on impact of two common strategies that involves eliciting promises from the voters. In behavioural models, the voters are partly sophisticated.

Baumann et al. (2018) strongly argues that the short selling can probably lessen the monopolist’s profits. The short selling is capable of lowering the prices of the monopolist and enhances their production. The short selling also offers an alternative approach based on the market for anti-trust. The decision makes it profitable and also covers cost of entry.

Kocas et al. (2018) modelled a price strategy for retailer regarding the cross – selling. The discounts for pricing strategies are investigated on the source of cross – selling conversation as well as inclusion. The verdict of the study shows that the multi-category retailers put forward discounts on the top selling products.

Terho et al. (2015) collected data from 816 sales people and 30 directors from different sales organization. The results of the study escort towards actionable allegations for successful implementation of the sales strategy in the business markets.

III. IMPLEMENTATION OF MODERN SELLING STRATEGIES

The nature of this study is exploratory and tries to establish different selling strategies used by the sales people in the recent times. The source of data is through a drafted questionnaire with the focus on to measure respondent’s information and the implementation of modern selling strategies. Respondent’s information such as gender, age and educational qualification observed through categorical questions whereas 13 questions related to implementation of modern selling strategies captured through Likert’s five point metric scales. Data is gathered from 50 salesmen in Chennai, India.

Table 1: Salesmen’s Information

Gender	Frequency	%
Male	32	64.0
Female	18	36.0

Total	50	100.0
Age	Frequency	%
25-35 Years	19	38.0
Above 35 Years	31	62.0
Total	50	100.0
Education Qualification	Frequency	%
SSLC	1	2.0
HSC	4	8.0
UG	33	66.0
PG	12	24.0
Total	50	100.0

Male community (64 percent) predominantly occupies salesmen position in the selling and distribution section. They belong to age group of more than 35 years and hold degree of under graduation. The primary observation is that the persons who work as a salesmen have good education background. The salesmen responses on implementation of modern selling strategies are discussed in Table 2.

Table 2: Implementation of Modern Selling Strategies

S. No.	Implementation of Modern Selling Strategies	Mean	Rank
1	Our representatives will very often make call to new client. (Cold Call)	3.40	12
2	We will try to create a trust on people, product and company. (Trust)	3.66	8
3	Started selling our products in specialized markets. (Niche Market)	3.52	11
4	We used to prioritize the clients based on the collected information. (Lead Score)	3.77	5
5	We used to tell stories in every stage of the sales. (Story Telling)	3.62	10
6	Feedback system is maintained. (Feed Back)	3.78	4
7	We will primarily depend on brokers for selling. (Brokers)	3.84	2
8	Sales representatives will deal the clients. (Personal Selling)	3.80	3
9	Sales happen after demo. (Demo)	3.72	7
10	We follows problem-agitate-solution framework. (PAS Standards)	3.64	9
11	We use to track the customers that why they needs now. (Urgency)	3.76	6
12	Email notifications are made. (Notifications)	4.06	1

The responses are analyzed by mean analysis and their values are designated by rank. Mean value of variable “Notifications” is 4.06 which is considered to be highest among all other variables followed by brokers (3.84), personal selling (3.8), feedback (3.78), lead score (3.77), urgency (3.76), demo (3.72), trust (3.66), PAS standards (3.64), storytelling (3.62), niche market (3.52) and cold call (3.4). In the recent times, people are getting irritated through the voice call from sales persons and hence salesmen use internet platform to connect with customers.

The similarities of stated 12 selling strategies are recognized through the implementation of factor analysis.

Table 3: Total Variance

Components	Kaiser-Meyer-Olkin (KMO)	Total	% of Variance	Cumulative %
1	0.799	2.422	20.181	20.181
2		1.692	14.100	34.281
3		1.658	13.815	48.095
4		1.612	13.436	61.531
5		1.368	11.404	72.935

The value of Kaiser-Meyer-Olkin is 0.799. It notifies that available data is ample for performing the factor analysis. Table 3 has five components with cumulative percent of 72.935. It indicates that based on the similarities, 12 variables have clubbed into five factors.

Table 4: Factor Loadings

Component	Implementation of Modern Selling Strategies	Factor Loadings				
		Trust	Selling	Spontaneity	Customer Oriented	Prioritization
1	Trust	0.850	-	-	-	-
	Cold Call	0.818	-	-	-	-
	Niche Market	0.792	-	-	-	-
2	Personal Selling	-	0.785	-	-	-
	PAS Standards	-	0.720	-	-	-
	Brokers	-	0.641	-	-	-
3	Story Telling	-	-	0.812	-	-
	Urgency	-	-	0.749	-	-
4	Demo	-	-	-	0.842	-
	Feed Back	-	-	-	0.561	-
5	Notifications	-	-	-	-	0.893
	Lead Score	-	-	-	-	0.467

Table 4 shows the details of five factors. Factor 1 includes variables related to “Trust” such as trust, cold call and niche market. Variables of personal selling, PAS standards and brokers related to “Selling” are grouped in factor 2. “Spontaneity” related variables namely storytelling and urgency are in factor 3. Factor 4 groups two variables such as demo and feedback which are related to “Customer Oriented”. Last and fifth factor holds variable of “Prioritization” such as notifications and lead score. It concludes that salesmen primarily apply strategies related to trust, selling, spontaneity, customer oriented and prioritization in selling and distribution.

IV. CONCLUSION

The sales strategies must be renovated constantly as a rejoinder to the shifting purchasing decisions. The sale of product or service should have equilibrium for a successful strategy. There are certain measures to enhance the sales such as improved penetration in prevailing markets, line extensions of products, extending client segment and exporting, vigorous pricing and widening distribution channels and services. The cold calls are an utter squander

nowadays. The buying behavior is strongly influenced by social media. This facilitates comfy experience for the customers in both B2B and B2C dealings. Therefore, maximum weightage must be given to internet area while formulating the sales strategies.

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