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Improving the sales procedure at Mitsubishi Vietnam

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Abstract

Sales, an important and indispensable aspect of business operations, plays a special role in connecting products or services with customers. It plays a decisive role in the success and survival of businesses in a fiercely competitive and constantly changing market. In fact, sales constantly face challenges and requires focus, expertise, and creativity. This article will delve into the discussion of sales and the importance it plays for a business. We will study sales strategies, effective sales processes, and how technological advancements and the digital environment are changing the way we interact with and reach customers. This article will also analyze the challenges and opportunities that businesses face when developing sales activities.

Keywords: improvement, sales efficiency, sales procedure, Mitsubishi, Vietnam

1. Introduction: Theoretical Background

1.1 Overview of sales activities

1.1.1. Concept of sales

The concept of selling is simply the process of transferring products or services from supplier to customer through searching, identifying, building relationships, proposing and executing sales transactions. Sales is not just about getting products into customers' hands, but also about building trust and long-term relationships with them. This concept plays an important role in meeting customer needs, driving sales and contributing to business growth.

1.1.2. Role of sales

Sales activities play an important and diverse role in the business model of an organization or company. Here are some important roles of sales operations:

Generating Sales: The main role of sales is to generate sales, that is, to promote the purchase or use of a company's products or services. This has a direct impact on the organization's revenue and profits.

Building Customer Relationships: Sales requires building and maintaining relationships with customers. Strong customer relationships are a key factor in driving repeat purchases, creating loyalty, and generating new customer potential through referrals.

Advice and Answers: Salespeople are often expected to provide information, advice and answer any questions customers may have about a product or service. This helps customers make wise shopping decisions.

Brand Promotion: Sales activities play an important role in building, promoting and maintaining the company's brand. Positive experiences with salespeople can create a positive impression of the brand.

Market Research: Information and feedback from sales activities can provide valuable data about customer needs and preferences. This can support market research and new product development.

Resolving Customer Difficulties: During the process of using a product or service, customers may encounter problems or complaints. Salespeople often must address these challenges effectively to maintain positive relationships.

Adjusting Sales Strategy: Salespeople often collect market information and feedback from customers, thereby helping the

company adjust sales strategies and develop business plans. Contribute to Business Development: Sales activities contribute to the overall development of the business, creating a foundation for future expansion and growth. In short, sales activities not only contribute to driving sales but also create customer relationships, support consultation and answers, promote brands and provide important information to management. overall business strategy and management.

1.1.3. Sales goals

The goals of sales activities are diverse and often depend on the specific business strategy of each company. Here are some common sales goals, each of which contributes to a company's growth and success:

Generate Superior Sales: One of the primary goals of sales is to drive sales. This includes enhancing profits through reaching target markets and generating valuable transactions.

Building Strong Customer Relationships: Building and maintaining customer relationships is one of the important goals. Loyalty and trustworthy interactions between the company and customers can lead to repeat interactions and positive advertising on the part of customers.

Improve Market Understanding: Sales should focus on understanding the market, how competitors operate, and customer preferences. This goal helps optimize sales strategies and create real value for customers.

Brand Building: Sales can contribute to building and promoting a company's brand. Understanding and respect for a brand can make a product or service famous and popular.

Improve Sales Performance: Sales needs to optimize the performance of the sales team, ensuring that salespeople achieve the highest sales possible.

Explore New Markets: Expanding markets and finding new opportunities are important goals. This can ensure the company's growth and sustainability in the future.

Sales Process Optimization: This goal involves optimizing the sales process, reducing waste and increasing productivity.

Create a Positive Work Environment: Sales needs to build a positive work environment for employees, helping them feel motivated and reach their highest potential.

Motivating Sales Staff: This objective involves motivating the sales team, helping them complete their work effectively and achieve good results.

Enhanced Customer Support: Ultimately, this goal ensures that customers receive good support and care after purchasing a company's products or services.

1.1.4. Set point of sale

In this essay, we discussed the role and goals of sales, as well as how it contributes to the growth and success of a business. Sales is a complex process that requires an understanding of the market, customers, and a skilled sales team.

We have seen that the goals of sales include generating superior sales, building strong customer relationships, improving market understanding, building a superior brand, and improving performance. sales, explore new markets, optimize the sales process, create a positive work environment, motivate sales staff, and improve customer support.

The ultimate goal of sales is to ensure that customers receive real value from a company's products or services. Meeting customer needs and providing after-sales support is important

to create loyalty and generate potential future business opportunities.

Additionally, we learned about the basics of selling and saw that it is more than just getting a product or service into the hands of customers. It is the process of building relationships and creating value for both parties, both the company and the customer. Understanding customer needs and preferences, while providing accurate information and support, contributes to sales success.

In this thesis, we also discussed the challenges and opportunities that companies face in developing sales activities. Competitive markets and constant changes in the market require flexibility and continuous innovation.

Finally, through research and discussion, we better understand the importance of sales activities and how it contributes to the sustainable development of businesses. Hopefully this thesis has provided insight into this field and assisted businesses in improving their sales strategies.

We've seen that sales are more than just getting a product or service into the customer's hands, and requires a focus on building relationships and creating value for both parties. To achieve their goals and succeed in this field, companies need to apply effective sales strategies and processes, take advantage of business opportunities, and always maintain positive interactions with customers. Mastering the goals of sales is an important step in ensuring the success of this activity.

1.1.5 Types of sales

We'll look at the different types of sales, divided into a few basic types based on different factors. The goal of this section is to help better understand the ways businesses can reach and interact with customers to make sales.

Direct Selling: This is a traditional form of selling in which the product or service is approached directly through a salesperson. The sales person is usually a company representative or a freelancer. The goal of this form is to create a direct relationship with customers, provide detailed information and answer all their questions. Typical examples of direct selling include retail stores, insurance consultants, and multi-level marketing.

Online sales (E-commerce): In the age of digitalization, online sales have become an important part of business activities. Businesses set up online stores to sell products or services to customers through websites or mobile applications. This model helps meet buyers' needs through online transactions, creating convenience and saving time. Examples include online shopping sites such as Amazon, eBay, and businesses' online stores.

Social Selling: Social networks have become an important platform for connecting with customers and conducting sales activities. Businesses use personal or business pages on social networks to advertise products and interact with potential customers. This helps create friendly relationships and build trust with customers through platforms like Facebook, Instagram and LinkedIn.

B2B (Business-to-Business) Sales: B2B sales involves selling products or services from one business to another. B2B transactions are often more complex, require negotiation, and are often carried out in the form of long-term contracts. This concerns industries such as manufacturing, industrial services and information technology.

B2C (Business-to-Consumer) Sales: This is a form of sales in

which businesses sell products or services directly to the end consumer. B2C transactions are typically short-term and often conducted directly through a retail store or online.

Telemarketing: Telemarketing is an important part of sales activities where companies use the phone to reach and market products or services to customers. This includes phone calls to potential or current customers to promote products or make sales calls.

1.2 Factors affecting.

1.2.1 Subjective factors

Subjective factors in sales activities are often related to how businesses organize and execute their sales strategies. Here are some important subjective factors:

Sales Strategy: The way a business builds its sales strategy as well as shaping the goals and direction of sales activities can greatly affect results. Sales strategy needs to fit the market, industry, and customer base.

Human Resources: People involved in sales operations, including sales management, sales staff, and customer support teams, play a decisive role in implementing the sales strategy. Employee training, skills, and motivation all influence sales performance.

Process and Management: How the sales process is managed and organized can impact the overall effectiveness and efficiency of sales operations. Sales processes need to be optimized to enhance production and customer engagement.

Policies and Promotions: Pricing policies, incentives and promotions can also have a great influence on customers' shopping decisions. How businesses advertise and create incentives is also an important factor.

Products and Services: The quality of products and services, the features and benefits they bring also play an important role in customers' purchasing decisions.

Customer Interaction: The way a business interacts with customers through communication and support channels can make or break the relationship with them. Providing information, after-sales support and paying attention to customer feedback is very important.

Measuring and Evaluating Results: How a business measures sales performance and evaluates key metrics such as sales, conversion rates, and profits also affects future decisions.

Market Development: Expanding or improving potential markets and developing new go-to-market strategies can also influence sales performance.

These subjective factors can change depending on a business's decisions and strategies, and they need to be carefully managed to ensure sales performance and success.

1.2.2 Objective factors.

Objective factors (also known as external factors) that can affect sales activities include:

Economy and Finance: The economic situation of a country or region can affect customers' purchasing power. Their purchasing power depends on income, unemployment rate, foreign exchange rate and interest rate.

Social and Cultural: Social and cultural factors such as customers' values, attitudes, and tastes can influence purchasing decisions. Understanding and respecting these factors can help create an effective sales strategy.

Legal Environment: Legislation, consumer protection laws, and rules on advertising and personal data protection can also affect sales. Businesses must comply with these regulations

and ensure that their operations comply with the law.

Competition: Industry rivals can create competitive pressure and influence prices, product and service quality, and customer outreach strategies. Understanding the competitive landscape can help you optimize your strategy.

Technology: Technology changes rapidly and can create new opportunities and challenges for sales. The rise of digital technology, online media, and mobile applications can impact the way you reach customers and manage customer information.

Natural Environment: Natural environment and weather conditions can influence shopping and the type of product or service a customer needs. For example, cold weather can impact warm coat sales.

Population Structure: Changes in population structure such as an increase in the young population or an aging population can create changes in customer needs and requirements. This can impact product development and outreach strategies.

Global and Political Events: Global events such as financial crises or political upheavals can affect the market and customers' ability to shop.

Environmental Conditions: For industries such as energy and environmental protection, environmental factors can impact customers' purchasing decisions. Trends in environmental protection may influence the products and services selected.

Social Media: Social events, media, and public opinion can create public opinion and attitudes toward a product or service.

These factors are often immutable and require businesses to monitor and respond adaptively to ensure effective sales operations.

1.2.3 Test and evaluate.

Testing and evaluating sales performance is an important part of the sales management process in every business. This ensures that sales activities are performed effectively and that business objectives are met.

To test and evaluate, businesses often use metrics and measurement criteria such as sales, conversion rates, profits, and customer satisfaction. These metrics are compared with the original goals to see if progress is being made or if there are problems that need to be adjusted.

Additionally, gathering feedback from customers about products and services, as well as reviewing sales staff performance, can provide valuable information about the effectiveness of sales operations. This helps businesses adjust strategies and improve performance.

From examining and evaluating sales performance, businesses can adjust strategies, train employees, and optimize processes to ensure that they are meeting customer needs and achieving their goals. doing business effectively and sustainably.

II: Current status of sales activities of mitsubishi.

2.1 Company overview.

2.2 Current status of the company's sales activities.

2.2.1 Set up business locations.

Mitsubishi has built a strong business system based on many important factors. Product quality is a pillar of success, with the creation of reliable and safe products. Excellent customer service ensures that people always feel supported and cared for, from vehicle purchase through to maintenance and repairs. Mitsubishi always takes a long-term view and

ensures that they always meet the changing needs of the market. Their ability to innovate and invest in new technology ensures that they continue to hold a leading role in the industry.

Employees are Mitsubishi's valuable assets, and they are encouraged to develop and advance their careers. Global vision and ability to adapt to multiple markets is a key advantage. Mitsubishi is also committed to promoting clean and sustainable technology, demonstrating its respect for the environment and community. Strategic cooperation with other partners also opens up many new opportunities for them. Finally, Mitsubishi always evaluates and ensures the prosperity of the business through thorough inspection and evaluation of sales activities.

2.2.2 Influencing factors.

Mitsubishi's sales operations, like any other business, face a diverse range of influencing factors. The automotive market, business environment, and customer behavior are undergoing constant transformation, creating new challenges and opportunities.

First of all, the automobile market is an extremely competitive environment. Mitsubishi must compete with many different competitors, from traditional automakers to emerging electric vehicle companies. Finding ways to stand out and attract customers in this diverse market requires a careful sales strategy. Changes in the market such as the growth of electric cars, emissions standards requirements, and the trend of car sharing all impact how Mitsubishi must approach and market its products. This raises questions about the development of new products and services, as well as the management of production and supply processes to meet increasingly stringent requirements.

Another important factor affecting sales performance is the change in customer behavior. Today, customers are smarter, more confident in researching products before buying and demand personalization. Mitsubishi needs to better understand customers and how they interact with products and brands. This requires sales staff to have excellent communication skills and a deep understanding of the product to be able to provide information and answer all customer questions.

The digital environment is changing the way we reach and interact with customers. Technology has created new opportunities to reach customers through online channels, improve the shopping experience and create better after-sales service. Mitsubishi needs to ensure that it exploits the full potential of the digital environment to improve sales performance and deliver value to customers.

But not only external factors, internal factors also play an important role. Salespeople play an important role in building relationships with customers and ensuring they understand the product. This requires employees to have excellent communication skills and product knowledge, as well as the ability to learn and best meet customer needs.

Ultimately, selling isn't just about pricing and promoting a product, it's also about building trust and branding. Mitsubishi needs to ensure that its products and services meet customer expectations and maintain its reputation in the market. This requires a commitment to building long-term relationships and ensuring that customers are consistently satisfied with the company's products and services.

2.2.3 Target customers.

Mitsubishi, like many other companies, targets a range of different customers. However, there are several main customer groups that Mitsubishi focuses on serving:

Individual customers: Mitsubishi targets people who buy personal cars to meet their personal and family transportation needs. For this group, Mitsubishi offers a diverse product line, from small urban cars to sports utility vehicles and pickup trucks. Mitsubishi focuses on creating products that are reliable, fuel efficient and safe.

Business customers: Mitsubishi also targets businesses and organizations that want to buy cars for commercial purposes. For businesses, Mitsubishi provides cars and trucks to serve the needs of moving goods and services. Mitsubishi supports businesses by providing financial solutions and after-sales services.

Online customers: Mitsubishi targets potential customers online through its official website and other online platforms. Online customers can learn about products, request quotes, and schedule test drives online.

International Customers: Mitsubishi is a global corporation and serves customers around the world. They focus on providing products and services that are compatible with local markets and regulations, from Asia, North America, Europe and other markets.

Customers perceive high value: Mitsubishi targets customers who are willing to pay a higher price to receive higher value from their products and services. For this group, Mitsubishi provides products with high-end features and technology, along with better customer service.

In total, Mitsubishi diversifies its customer base and strives to provide products and services tailored to the needs of each target customer group. This helps them meet a range of different requirements and maintain diversity in their business.

III: Solutions

3.1 Complete the sales process

Mitsubishi's sales process is a complete system and is continuously refined to ensure that their auto business is conducted in an efficient and professional manner. Below is an outline of Mitsubishi's sales process:

Identify customer needs: The sales process begins with understanding and identifying customer needs. This requires careful listening to clearly understand their desires and priorities.

Consulting and answering questions: Mitsubishi sales staff provide detailed information about their products and services, helping customers better understand the options available. They are ready to answer all customer questions.

Test drive: Mitsubishi promotes product test drives so customers have the opportunity to experience it directly. This helps customers feel the product and make decisions more quickly.

Quotation and agreement: After the customer has selected the product, the quotation and price agreement process takes place. Mitsubishi is committed to providing honest and competitive prices.

Completing the transaction: This process includes signing the contract, gathering paperwork related to the car purchase, and confirming specific terms.

Vehicle delivery: Mitsubishi ensures that the vehicle delivery

process to customers is quick and smooth. They inspect vehicles and instruct customers on use and maintenance.

After-sales care: Once a customer has purchased a product, Mitsubishi maintains the relationship by providing after-sales care, maintenance, and technical support.

Collect feedback: Finally, Mitsubishi collects feedback from customers to improve their sales and service processes.

Mitsubishi's sales process is built with a focus on customers and ensuring that they have the best experience when buying cars and using its services.

Conclusion

Mitsubishi's sales activities are an integral part of their business strategy. The company not only focuses on creating quality products but also puts customers first in every decision. The professionalism of the sales team and the optimized sales process ensure that customers receive detailed information and dedicated support. Product diversity is also an advantage, ensuring that Mitsubishi has the ability to serve all customer needs.

Mitsubishi's after-sales service quality is also remarkable. Customers not only buy products but also receive care through maintenance and repair services. The company always listens to customer feedback and uses it to improve its sales and service processes.

Mitsubishi constantly develops and perfects its sales activities to respond to market changes and customer needs. This continuous development puts them in a position of trust and sustainable development in the automotive sector.

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