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## SALES PRACTICES : AN ART OF BUSINESS ORGANIZATION

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### ABSTRACT :

**M**odern business process has become very complicated. Present various alternatives for one kind of product or service are available for the customers. Therefore, every manufacturer has to do his best to stabilize his product and service in the market.

The life of any product or service depends on its marketing and in this marketing great importance depends on the effective sale in modern trade. If we think of ancient time we find that goods exchange system existed in our society. At that time the manufacturers of products were limited. It would not be wrong to say that goods exchange system was in a way depended on the co-operative principle and mutual belief. Everybody used to take another's assistance to satisfy his needs. Probably there was no other alternative for the customer.

After Industrial Revolution, the new method of manufacturing articles with latest technology in great numbers was introduced. The customers have got information of various alternatives for one kind of product or service. Due to information technology the whole world has become one global market. So at present the customer can obtain any product or service at one click.

**KEYWORDS :** Modern business process , product and service , Sales Practices , Business Organization.

### INTRODUCTION

Apart from traditional sales the manufacturer today has to accept new sales techniques and it happens because of Industrial Revolution and the information technology that go with it. It is also because of the fact that the existence of any industry depends on its sale of product.

Today no manufacturer can stabilize the life of his product or service on traditional sale and marketing. Even then it does not mean that manufacturers should give up our traditional sale system of products and services. In order to increase the life of their products and service and to obtain maximum profit, the manufacturers have to apply certain changes in their sale system in this technological fast world.

### SELLING STRATEGY IN PRESENT SCENARIO

#### 1] Tele Marketing - Tele Sales system

Today We see that numerous manufacturers go on selling their products or services through direct tele marketing. In it the manufacturers advertise their products or services on television and introduce the viewers about the uses and benefits of their products or services. At the same time the viewers are informed to put their orders for their products or services.



Today Tele marketing has become an important medium for the sale of new products and services. Generally such product or services are not available at the shops. So the customers also prefer to such products or services.

Through telemarketing the manufacturers also provide the information of the uses of their products. Therefore difficulties of the probable customers do not occur in their uses. This effective sale system has become very popular in the modern scenario. But it is seen that the major application of this system is beneficial only for new invented products.

#### Advantages:-

1. Time saving
2. Saving in expenditure
3. Useful for customers
4. Helpful in sales increase
5. Useful in New Products or new inventions.

#### SALES THROUGH INTERNETS- E- SALES SYSTEM:-

Today numerous manufacturers have come in close contact with the customers. They display information of their product with all its qualities and its probable prices on website. The customers who want to get those products or services, the orders from such customers can be obtained through Internet. Through such process the objective of sales is being completed.

While conducting sales system through Internet, the manufacturers work regarding the products. Sales and marketing has become easier. They do not have to create the vast expenditure process for advertisements of their products on large scale.

#### Advantage:-

- 1) Time saving and expenditure Saving
- 2) Helpful in sale increase
- 3) Useful in giving service after sale
- 4) Available Proper information of all products
- 5) Direct information is established between manufacturers and customers.
- 6) Production progress can be obtained
- 3) Sales through call center - Sale through Telephone -

Today sales of maximum services are done through call centers. Generally, today companies which provide insurance and banking services call their probable customers and inform them about their new services or products and provide their services to them thereafter.

Private investment policies and insurance services are being provided at a large extent through this system. In this system the manufacturers can save his expenditure in his sale of services because in it he does not need to create any special system.

#### Advantages:-

- 1) Maximum customers can be obtained.
- 2) Customers easily get information of services.
- 3) Services can be instantly provided.
- 4) New services can be raised as per needs of customers.
- 5) Saving of time, labour and money.
- 4) Exhibition sale system: - Display and sale system

Among the new sales system it is the easiest and cheap system. This is very effective sale system for the manufacturers who can not utilize the latest technology for the sale of their products or services. This system is useful for the sale of small and new products. In this system the manufacturer arranges various exhibitions of his products or services on roads and sale his products by publicizing his products or services.

Probable customers can directly view such products and can get opportunity to use them .So there is a large possibility of sale in this system .As the seller has to display his products at various places, this system is also known as "Mobile Sale System" .In it there is less expenditure in sale and marketing .So this system is useful for small manufacturers.

#### Advantage:-

- 1) Useful for small manufactures
- 2) Customers can directly experience new product
- 3) Customers trends can be known
- 4) Less expensive system than others
- 5) Maximum sale is possible
- 6) Direct relation of customers and manufactures
- 7) Helpful in obtaining information about production.
- 5) Sale through other Media: - Publicity and sale System -

Small manufactures are not able to sale their products and services by using television and Internet. At such times these manufactures can achieve their sale objective by providing information to probable customers by publicizing their product and services through the media of Newspapers, Prospectus, Business Magazines Catalogues and Sale Papers. As such modern sale sources along with traditional sale systems have been utilized by the manufacturers.

Today it has become the need of the day to create new opportunities of sale by every manufacturer of their products and services. The manufacture has to do this if he wants to stabilize in new market and if he wants to achieve maximum sale of his products and services.

#### CONCLUSION :-

The life of any product or service depends on its effective marketing and sale system. Today in modern era information technology has covered almost all the fields. So the market has spread itself for the customers. Any customer can easily obtain his desirable products. Therefore the manufactures also have to accept all such new sale systems.

Today the intention of every manufacture is to increase maximum sale of his products. So along with traditional sales system, he has to accept modern sale systems. It does never mean that the manufactures should give up traditional sale systems and incorporate advertisement and sales. But sale with advertisement has become the need of the modern age.

Expenditure only on advertisement does not do much because our rival is also advertising at the same time. For effective advertisement the need is to create demand for that product at the proper time and for that this new sales practices must be accepted by the manufactures.

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