



## Sales

Sales is a term used to describe techniques through which money is exchanged for products or services. This approach supports an enhanced comprehension of how this occurs in an organisation through an examination of its components and can be used to identify improvements. Sales can be understood or evaluated in a variety of ways. For instance, as a cycle from when contact is first made with a customer to when a transaction occurs; based on the actors involved in the selling activity such as business to consumer or business to business; the complexity of the sales cycle i.e. enterprise sales, point-specific sales, or platform cloud-based sales; or the type of product or service.

### Using 'Sales'

Step 1: Map out the sales cycle for a specific product or service. Generally, this is represented as 7 stages. Receive inquiry, qualify details, arrange appointment, customer appointment, understand customer needs, evaluate potential solutions, and present solutions and finalise the sale.

Step 2: Understand the type of selling activity in which the organisation engages and consider whether changes would be beneficial. For instance, what would be the effect of changing from selling to consumers to other businesses?

Step 3: Evaluate the complexity of the sales cycle. While this generally applies to business to business sales, it can be helpful for all organisations to examine the methods underpinning their sales processes.

Step 4: Examine the type of product or service that is being sold. What is its degree of complexity, is it a commodity, can it be sold as a subscription?

Step 5: Decide whether social media is being used effectively to communicate with clients and support the sales process.

Step 6: On the basis of these judgements, take actions to optimise the sales process or support activities.

