

BTEC First Business

Unit 7 Personal Selling

The following notes will help you to complete your coursework. Make sure you write them in your own words and give examples of the purpose of sales staff in Carphone Warehouse by using the information on the website.

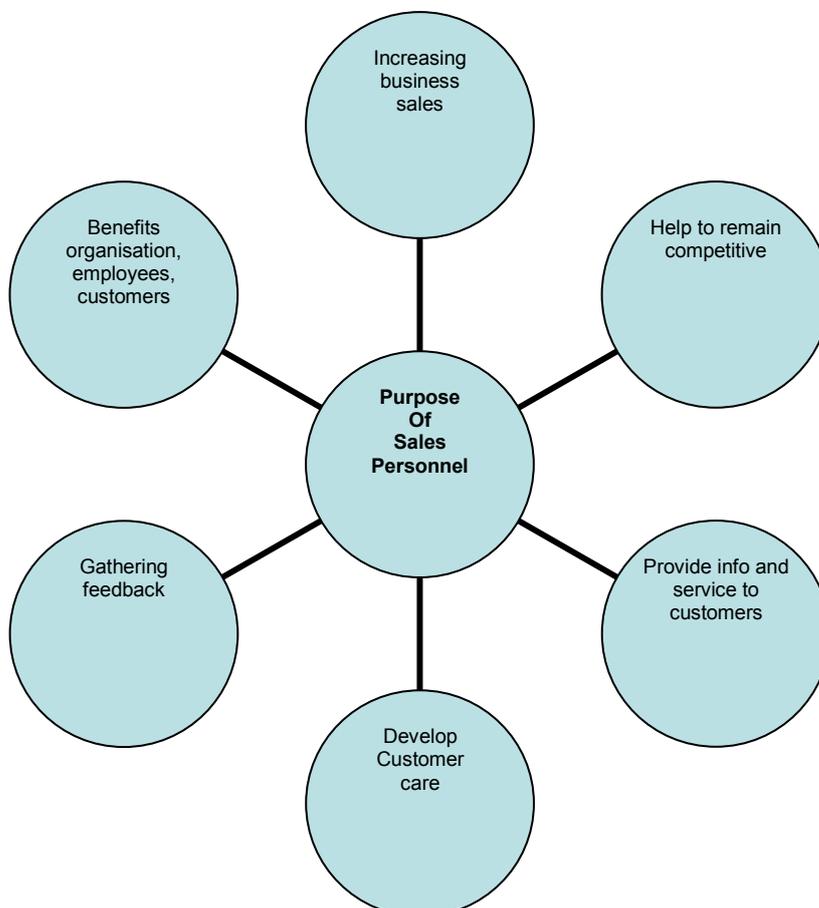
www.cpwplc.com/phoenix.zhtml?c=123964&p=irol-home
www.carphonewarehouse.co.uk

The importance of selling

Making sales is very important for all businesses that supply goods and services. Making sales can have a direct influence on profits and many businesses will make increasing sales an objective.

The purpose of selling

The purpose of sales staff is to increase the business sales and help businesses to remain competitive. They also provide information and services to customers, develop customer care and obtain useful feedback. Ideally everyone benefits as a result.



- **Increasing business sales**

In addition to basic sales, staff can also **cross-sell** by promoting related items such as a shoe cleaner to go with shoes or a printer to go with a computer which will increase overall sales.

They will also be trained to **up-sell**. This means suggesting more expensive (and profitable) items to a customer such a higher specification computer or a more powerful car which will increase the value of the sales.

- **Helping businesses to remain competitive**

Providing an excellent service can give a business a competitive edge. Some customers will choose to buy from a supplier on the basis of its service and/or knowledgeable and helpful sales staff. All sales staff should aim to provide a better service than their competitors.

- **Providing information and services**

Customers frequently shop around to get what they want. A customer could leave the shop without buying either because they need information to help them make a decision to buy or they do not know what they want. A sales person should provide information and advice about the best product to buy to meet the customer's needs.

- **Developing customer care**

Customers require quality products and value for money *and* customer care. Sales people are the first point of call for customers and they can recommend ways in which to develop good customer care which will retain customer loyalty and attract new customers.

- **Gathering feedback**

Sales staff can gain information from customers and potential customers. Businesses can respond to customer comments by adapting new products and/or services or adapt present ones to meet customer needs better.

- **Benefits**

- Organisations are likely to meet their objectives as both sales and number of customers will increase.
- Employees gain because they are motivated to work hard and do well. This can mean personal achievement and financial rewards for meeting targets.
- Customers gain because they can rely on professional assistance and advice which will help them to obtain the best goods and services.