

sales

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Product presentation

- Product presentation is the main stage of the sales process. Its purpose is to present the benefits of the product and motivate the client to make a purchase. The number of potential buyers for whom the presentation is made is important only in terms of the choice of a specific method and visual materials.
- A high-quality presentation is the key to successful promotion or presentation of an organization, project or product. The main goal of the presentation is to provide the audience with complete information in the most appropriate and promising form, which is easily and quickly absorbed by the target audience on an intuitive level.



Import Export

- Import is the import into the country of goods, works, services, results of intellectual activity, etc. into the customs territory of the country from abroad without obligations for return export.
- Export is the sale and export of domestic goods, intellectual products and services to the foreign market.



Sales markets

- The sales market is the economic space in which the offering of goods and services by companies, and the selection and acquisition of these goods and services by consumers. The sales market can exist and function only within the framework of a specific product market. Depending on what is offered to buyers in the market and what needs determine the demand for a product or service, the sales market can be a consumer market (B2C), an enterprise market (B2B), a government market, or an intermediate seller market.



Buyers

- Buyer - Legal entities and individuals using, purchasing, ordering or intending to purchase or order goods and services.
- The success of any retail enterprise depends, first of all, on the level of sales, which is directly related to the number of customers who use its services.
- It is important that, having made a purchase once, a person wants to contact a specific store every time there is a need for goods from its range.
- To work effectively with clients, we suggest finding out what types of buyers need the seller to “push” them to purchase a particular product. This article can help you understand this issue.



Supply chain management in logistics

- Supply chain management is the optimal synchronization of all flows of goods. It includes the product development, sourcing, manufacturing and logistics phases, as well as the industrial information systems needed to coordinate these activities.
- Supply chain operations cover aspects such as purchasing, product life cycle management, supply chain planning (including inventory planning and maintenance of enterprise assets and production lines), logistics (including transportation and fleet management), and order management.



Thank you for your
attention