

## Sales Process

### Sales Process

**Definition:** Involves a series of steps taken from when the potential buyer meets the prospective seller until after the final sale is made.



### Customer Engagement

**Definition:** Occurs when the business and the customers communicate through the sales process.

### Customer Loyalty

**Definition:** Means that a business' customers make repeat purchases because they prefer the business' products to those of its rivals.

### Premises

**Definition:** They are buildings used by businesses – these may include offices, shops and factories.

## Customer Service

**Definition:** Customer service involves the interaction between the business and the customer in which the business understands consumer needs before, during and after the sale of a good or service. Positive reactions to service can provide benefits for the business in relation to reputation and future sales.

**Good customer service** can result in:

- Increased customer loyalty
- Increased customer spend
- A good reputation
- Attracting new customers

These should then lead to increased sales revenue, higher market share and increased profits.

**Poor customer service** will lead to:

- Dissatisfied customers who may not return to the business → this will affect revenue and profits
- Difficult to attract new customers → customers are likely to take their business elsewhere

**Features of customer services include:**

- **Greeting the customer** → this does not just include the face to face interaction with employees, but also the presentation of the outlet and the products, the signage and the processes the business uses to deal with customers.
- **Interacting with the customer** → ask questions to make sure the customer is shown the right product that will satisfy their needs and wants.
- **Identifying customer needs and wants** → ensures that products are recommended that meet the customer specific requirements.
- **Encouraging feedback from the customer** → customers respond well to businesses that listen to them.
- **Responding to feedback** → there is no point in encouraging feedback if it is not used to improve the customer experience or other aspects of the business.

## Feedback

**Definition:** The response by a customer following the purchase of a good or service. This will be used by the producer to improve what has been produced.

## After-sales Service

**Definition:** The meeting of customers' needs after they have purchased a product – for example, by repairing or servicing the product.



## Online Customer Service

**Definition:** When buying online a customer will still expect a certain level of customer service and a business will have to adapt the features of good customer service to their website.

This can be done by:

- **The website design** → ensuring that it is easy to use → offers search facilities → details of the product → customer reviews → live chats with customer service agents
- **Data analysis of the customer** → monitor browsing and purchasing history → recommend particular products / tailor their advertising