ISSN:0971-1260
Vol-22-Issue-10-November-2019

Title-"A Study of Sales Development Strategy Designed for the Client base Development by "Sarthak Enterprises".

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ABSTRACT

In this Study the intention is to design a sales development strategy for client base development. This study focuses on chemical and pharmaceutical sector which are using piping tubing flanges and gaskets. The literature review gives an overview of the theory ion business to business sales and sales strategy this subjects are reviewed with the emphasis on chemical industry.The methodology uses descriptive research in which survey research is used for primary data gathering. The study is concluded with the suggestions given to the company to develop the client base.

Keywords: Business to business sales, Business to consumer sales,chemical industry Decision making units, segmentation

INTRODUCTION

A Sales strategy is a plan by a business or an individual on how to go about selling the products and services and increasing the profits. sales strategies are developed by company's administration along with its sales and marketing managers. Sales strategy is the procedure to hit the numbers and attain sales targets. Many businesses think that the key to attain more numbers and sales is undoubtedly having excellent marketing strategies, but marketing can be fruitful only if the practice of the strategies is done Rightly by the department of sales. Marketing strategies are crucial for building the brand and getting in touch with to more and

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more clients, but marketing strategies do not bring about revenue. Ultimately it comes to sales strategies in order to adequately Apply a marketing plan and bring about revenue to achieve the targets. A proper sales strategy can bring in much more clients and successful business to the company but a sales strategy which is not deserving/right to the organization will not only negativizes the market but also act as a demotivating factor for inner shareholders or the staff members. Depending on the type of the business strategies are branched into different types. following are some of sales strategies that are enforced commonly in many industries.

Sarthak Enterprises Is a newly incorporated private company with the registered address of sr. no. 82/22, sagar colony, shastrinagar, Near Ashish Garden, Kothrud, pune-411038 it was incorporate on 15-02-2018 with the mission that To achieve maximum client contentment and to gain market leadership, admiration for delivering and being benchmarked as an organization of highest principle.

Depending on the type of the business strategies are branched into different types. following are some of sales strategies that are enforced commonly in many industries.

Know the product: Person selling the product should know his product entirely this is very important. It may be in an industry or any market but it is very vital that the sales person has thorough knowledge about his product .one who is unfamiliar of the products features and aid then he won’t be able to give justification to the questions and will not able to handle objections from the clients.

Knowing the client: The next part of sales strategies which is crucial is to recognize the client. It is vital1 that the sales person knows about his clients fully as every industry will be having distinct clients. Knowing the likes and dislikes of the client in the present products that he is practicing the reasons for accepting the present products the way the client can replace his product into current product. One must have all such type of data.

Translate the Features into benefits: It is very vital that the clients understand the products which He or She is using. for this it is also crucial to learn the benefits of the same. Every product has some features which make distinction of product from competitor product. It not necessary that features of the products turn the client into benefits and it is very vital that the client figure out the benefits of a particular feature.

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Get visual: In spite of the fact that the job of the sales person is to make to make the client understand the benefits and aid of the product it is vital that the client get to see the liveliness. To begin with, the sales person has to ensure that the trail of the product is given to the client in full action. A product try out is very vital for the client correspondence of the product verbally. It is similar to that even in todays digitalized world

Referral Client referral maybe one of the earliest methods of proven sales strategy is. Still more than fifty percent clients work on the referral basis and/or word of mouth. Reference can be obtained from current clients. This is the reason why client satisfaction is very vital. By fulling the needs and demand of the current client that will lead to suggesting of new clients and which in order will bring new business for the company.

Bring the new but maintain existing: For the growth of company, It is very vital that new clients are added to the business. One of two new clients or new products will bring about more revenue and expanded revenue for the institution. Whether it is vital to get new clients for the institution it is also fairly vital to maintain the current clients for repetition of orders from the businesses. Many institutions today target only on the new clients by giving them the first-time order discount but this strategy needs to be changed for all the clients by rewarding them with some sure incentives to inspire them keep buying.

Engaging communication: In spite of the fact that Communication is the most vital thing in any form of sale. having a captivating communication with eventual clients supports in closing the deal. If the sales person stands in front of a client and chant the features and benefits like a song, the client will listen to it calmly and then decline the proposal. This is not attractive to the client and whatever is not attractive to client is not going not sell. It Is vital that the sales person does not speak one way but asks pertinent questions and inspires the buyer to talk. Open ended question asked by sales person is the best way to engage the client.

Follow up: Follow up with client constantly is one of the important type of sales strategies. Sales call might get rejected number of times due to inescapable reasons from one or another side. In these times sales person has to repeatedly follow up with the anticipation without making it feel like an incursion or being annoying. The sales person ask for a specific date and time when the client is to be followed up and to make sure that the it was done on the scheduled date and time. It is probable that more than once a client is busy in something

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necessary and critical and the sales person has to calmly wait and follow up with the anticipation in order to complete the deal.

Being a solution provider: The demand for a buyer comes when there is dilemma in his life. This is time when the sales person comes into the role and provides the right product or equipment or the services to the client for his demand. In this the sales person should not the sit still instead she should quick fix the demands of the client.

OBJECTIVES

- To Study the various requirement of client.
- To Study the service provided by the company and understand client expectation level to satisfy them.
- To check how company can give excellent service to the client.

RESEARCH METHEDOLOGY

- **What is Research Methodology**

  The examination system empowered the group to compose their endeavours into one durable and calculated item thought age task for us.

- **Descriptive Research**

Descriptive research deal with everything that can be counted and studied

REVIEW OF LITERATURE

Business to business (B2B) is a definition of activities between legal businesses i.e. established enterprises firms and companies compared to the opposite of business to consumer market where the end product is marketed to distinct clients or consumers.“B2B system operates in a specific industry like metal industry, chemical industry, pulp and paper industry, process industry machinery industry etc. Compared to the business to consumer (B2C) market, the trade of business to business (B2B) market is much greater in scale. Also the bonding between the companies is more selective. This bond varies depending on the type of business in the time duration and significance. One of the important defining characteristics for the industries to work with one another is that they are interdependent on each other to reach out to their own targets. Companies are focused more on their own core competencies and service providers to handle the parts of their processes which are outside the area. Whatever the company is, either B2B or B2C or both, the companies buy, sell goods

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and services to bring about their own offerings. In B2C purchase organization, the products or services are consumed singly. An everyday, the risk related items are relatively low and rationale for choosing the product can be motivated emotionally. In B2B markets, purchase decisions are specifically made in groups, which are called as decision making units (DMU).

It is a plan which explains an organization's perform as its sales function, aim of selling of services or products or both finally to enhance profits by the growth. A very significant part of sales strategy is to define the client base and understand the value addition which the company can bring for its clients. The reason to take these strategies into consideration is because the sales organization play vital role in client bonding. Typically what is been expected to be the role of marketing has gone to the sales and forming client bonding. In B2B sales, the sales strategy focuses more on making the bond much stronger rather than having the focus on closing individual sales with clients. The reason being that many organizations have grown up of typical manufacturers and with the increasing global challenges it is not sufficient for the organization to manage product but at the same time also look after all the services that enable the clients to meet their targets and thus give value addition. The way sales strategies have grown in the last few decades shows the difference in the relationship between client and product suppliers. The clients have incremented their power and scope for negotiation which is partially due to the globalization. The goal is to achieve a long term profit and increase the total added value gained choices between suppliers. Having a very strong strategy ensures that the process assigned in the sales will be spent for winning the clients.

Segmentation is basically separating the entire market into sub market. It is easy to differentiate between needs of the buyer with these sub units of the market. By segmenting, a strong client base, your group and these clients have same feature, needs and same point of views for marketing. Business market segmentation in very challenging than customer markets because of the B2B market. In this B2B market, there can be number of product uses which can make it problematic to categorize the group of the clients in only one market segment. Analysing the similarities and difficulties between clients can make it possible to divide them and group into a single market segment. This business segmentation is done by taking different variables from a product to a specific client attributes. From sales view point, segmentation is based on variety of principles such as the future piloted potential of the customer and total order volumes While providing a solution based on the sales it needs to be asked if the customer is interested in this services or not, To what extent the client supplied by your competition. These are some of the criteria which need to be considered when segmenting a client base for the purpose of sale.

DATA ANALYSIS ANDDATA INTERPRETATION

The data is collected and analysed by surveying method under which questionnaire is prepared for 360 respondents from which 160 respondents are actually having need of our products

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The Questionnaire and Data Interpretation of data is as follows;

Sarthak Enterprises

Questionnaire

Client Name: -

Area:-

Contact No.:-

Designation:-

1. How would you classify your industry?

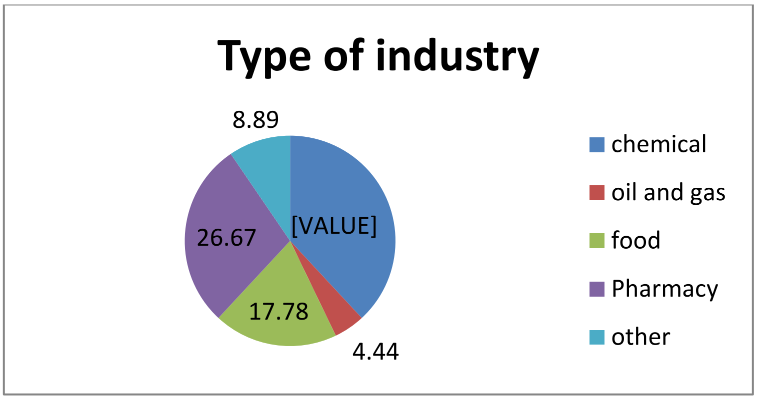
a) chemical

b) oil and gas

c) food

d) Pharmacy

e) Other



INTERPRETATION: - Majority of industries are working in chemical and pharmaceutical.

2. What are turnover of your company

a) Up to 10 lakh ***b) 10 to 50 Lakh***

c) 50 to 80 lakh ***d) Above 80 lakh***

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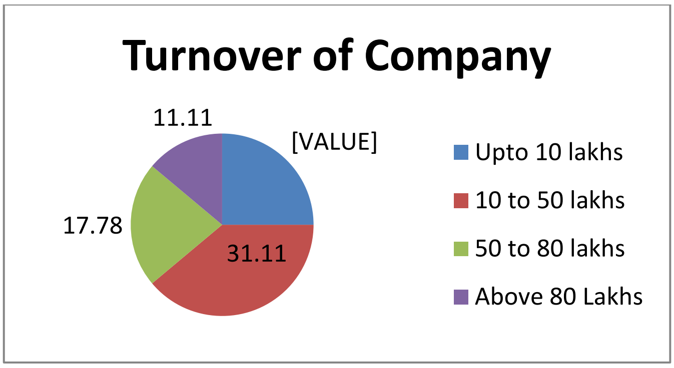


INTERPRETATION: - Majority of companies arehaving 10 to 50 lakh Turnover

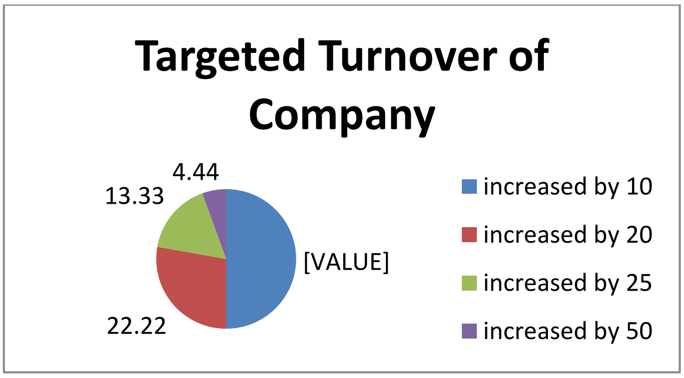
3. What is your targeted turnover in upcoming five years

a) increased by 10%

b) increased by 20%

c) increased by 25%

d) increased by 50%



INTERPRETATION: - majority of companies are looking to increase their turnover by 10%

4. Any type of piping/tubing is used on your company?

a) Yes ***b) No***

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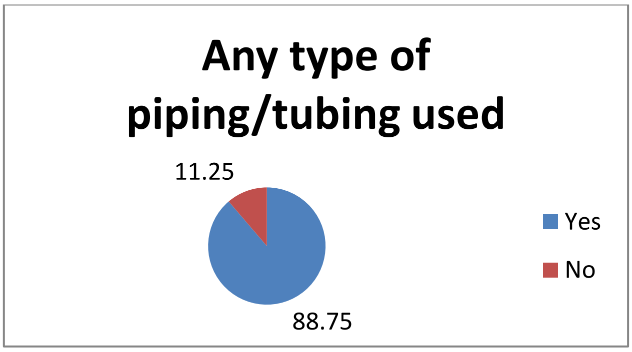
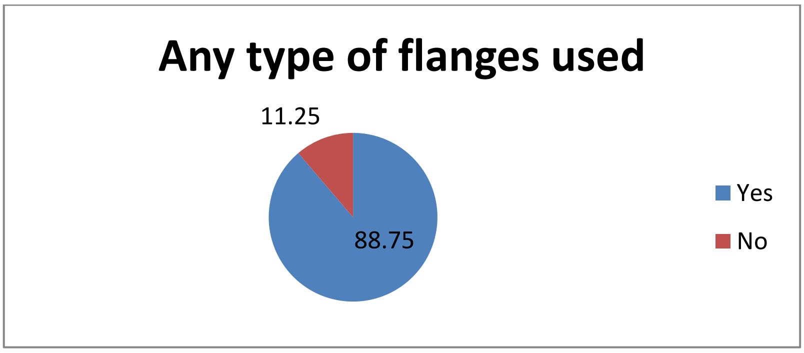


Interpretation: Majority of industries are using piping and tubing is used.

5. Is Any type of flanges is used on your company?

a) Yes ***b) No***

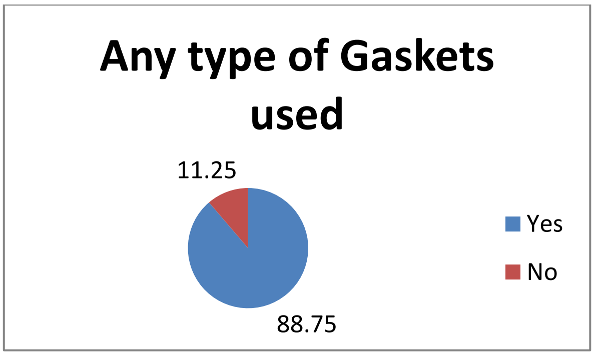


Interpretation:

Majority of industries which are usingpiping and tubing they are using flanges too.

6. Is Any type of gaskets is used on your company?

a) Yes ***b) No***



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Interpretation: Majority of industries which are usingpiping and tubing and flanges they are using gaskets too.

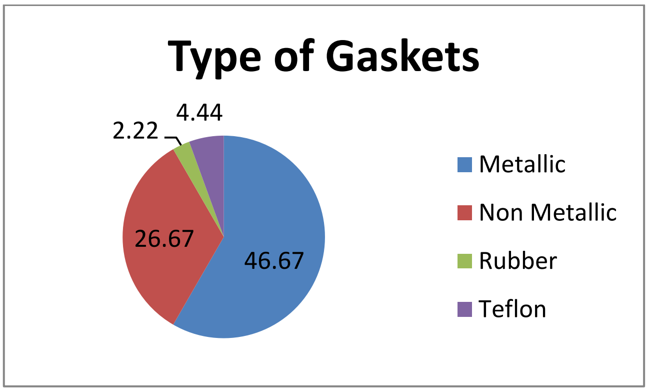
7. Which type of Gaskets yougenerally used

a) Metallic

b) Non metallic

c) Rubber

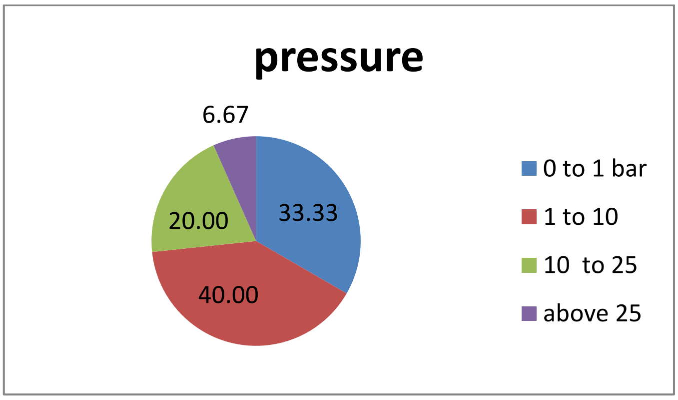
d) Teflon



INTERPRETATION: - Majority of companies are having Metallic Gasket.

8. How much pressure are you dealing with

Ans:-



INTERPRETATION: -Majority of companies are dealing in High pressure.

9. which out of following are you dealing with

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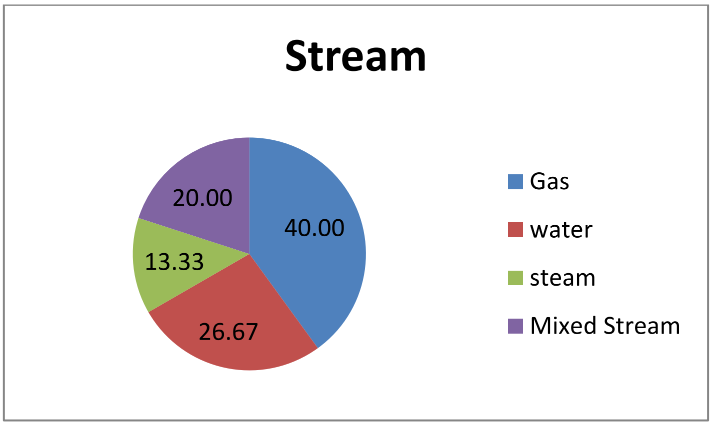
a) Gas

b) water

c) steam

d) Mixed stream

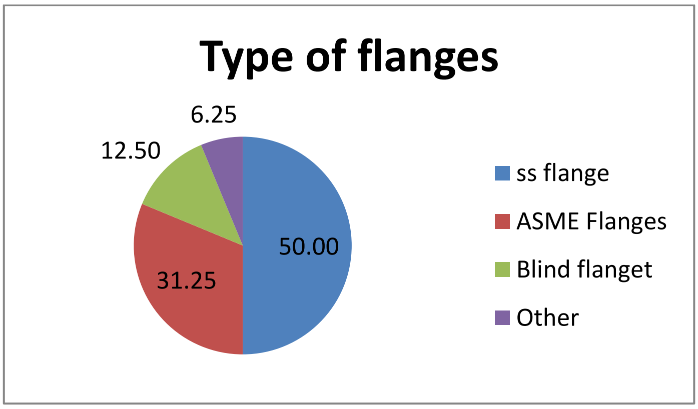


INTERPRETATION: - From the above pie chart it can be concluded that 40% companies are dealing in gas stream and 26% of the companies are dealing water, and 13% in steam and 20% of the companies are dealing into mixed streams.

10. Which type of flanges you Require?

a) ss flanges *b) ASME Flanges*

c) Blind flanges *d) Other (Specify)*



INTERPRETATION: - Majority of companies are having SS

11. Which type of gasket you Require?

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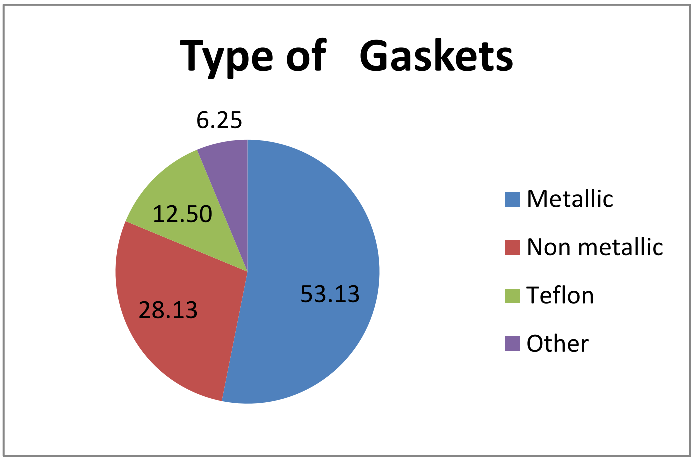
a) metallic ***b) non metallic***

c) Teflon ***d) Other (Specify)***

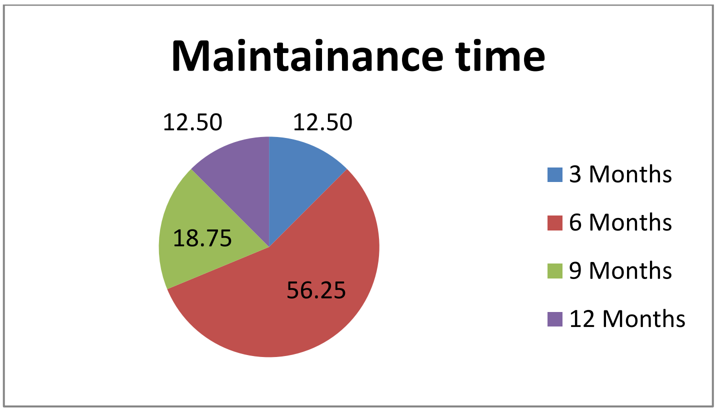


INTERPRETATION: - Majority of companies are looking for metallic gaskets

12. How often you do maintenanceof the plant.

a) In 3 Months ***b) In 6 Months***

c) In 9Months ***d) In 12 Months***



INTERPRETATION: - Majority of companies are doing maintenance between 6 to 9 months

13. Are you satisfied with your current supplier?

a) Completely satisfied ***b) Moderately***

c) Satisfied ***d) Less satisfied***

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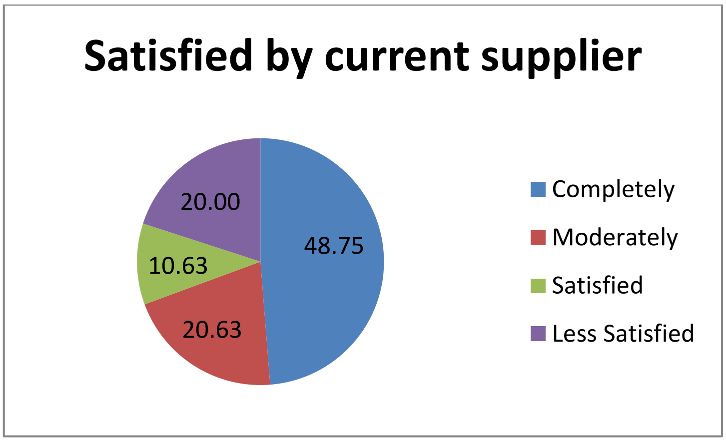
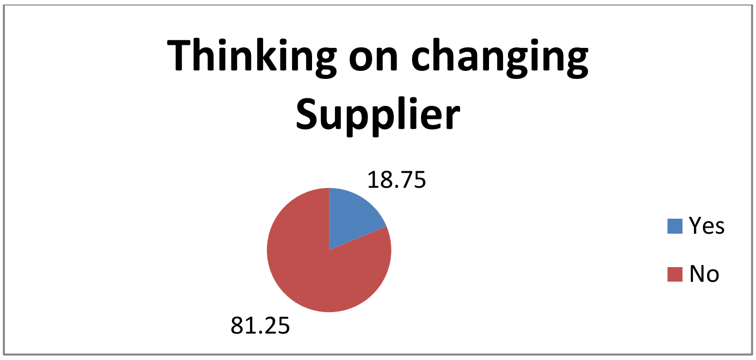


INTERPRETATION: - Majority of companies are satisfied on present supplier still organisation have focus on other customers which moderately satisfied or satisfied companies

14. Would you think about changing brand?

Yes/No –



INTERPRETATION: - Majority of companies are does not like change their current Suppliers.

15. Production capacity of your industry min to maximum

Ans:- Min = ***Max =***

16. Would you have planning of expansion of your product line?

Yes/No

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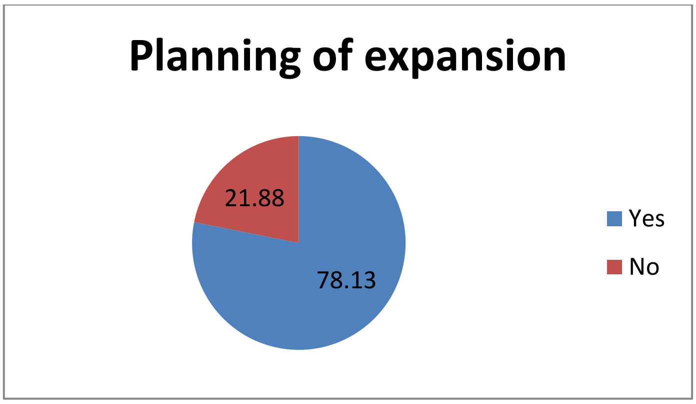
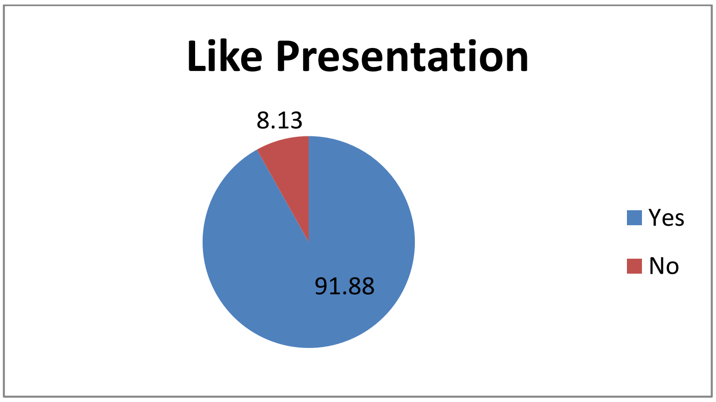


INTERPRETATION: -Majority of companies are expanding their product line in future.

17. Would you like information/Presentation given from our side?

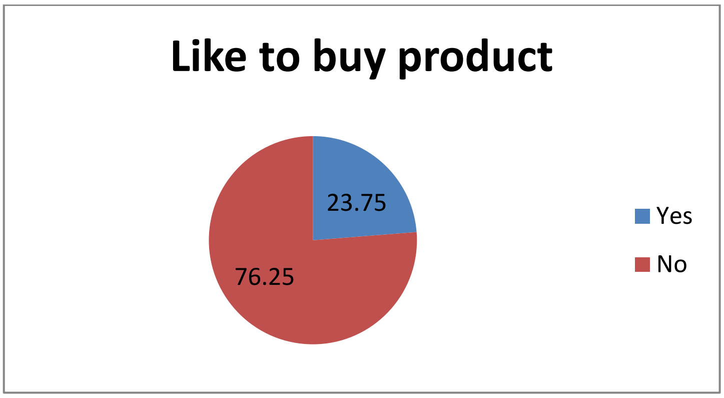
Yes/No –



INTERPRETATION: - Majority of companies like the presentation but the rest 9% are not happy with the presentation

18. would you like to buy our product?

Yes/No –



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INTERPRETATION: - Majority of companies does not like the buy the product due to various reasons one of it is costing.

19. Would you suggest other company name to us?

Yes/No –

Reference:-

FINDINGS

- Majority of industries are working in Chemical and pharmaceutical sectors.
- Majority of above industries are using Piping and tubing and the companies which are using piping or related material are using flanges too.
- Companies which are using flanges have the requirement of gaskets.
- major of company's turnover is between 10 to 50 lakhs.
- Majority of companies are dealing in gas stream.
- Majority of companies are dealing with high pressure streams.
- Majority of companies are using SS flanges
- Majority of companies are using Metallic gaskets.
- Companies are doing the maintenance between 6 to 9 months
- Most of companies are not in a view to change their current supplier
- Many Companies are expanding their product line in future so printers are required more in future

SUGGESTION

- The company mostly focus on chemical and pharmaceutical sector to improve sells with increased man power.
- The company can focus on SS Flanges and Metallic gaskets to make place in market as major companies are using above in combination with each other.
- The company can start schemes like providing first two maintenance free of cost to improve the sales of product
- The company can also start schemes line Annual maintenance contract (AMC) with the clients with some advantage to them in maintenance such as discounts etc

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- The company provide better service to consumer to compete with other suppliers
- Many Companies are expanding their product line in future so this company should maintain customer relations with their clients.

CONCLUSION

From Findings and Suggestions, it can be concluded that the firm is newly incorporated so they have to increase their human resource to cover the wide chemical and pharmaceutical industries. Company should work on promotion of product to reach up to maximum clients. Company should start some schemes such As AMC so as to have better relations with the clients and customer satisfaction.

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