



International Sales Process

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Education:

Doctor of science (Econ. & Bus. Adm.). The University of Eastern Finland. Major subject: Management in small and medium size companies. (2010).

Master degrees of Social Sciences. The University of Kuopio. Major subject: Entrepreneurship and management. (1999).

Certification of qualified teacher status. JAMK University of Applied Sciences Teacher Education College, Finland. (2012).

Kindergarten teacher, Kindergarten teacher college of Helsinki. Degree conferred: (1990).

Work experience:

Deputy Head of Business School at the University of Eastern Finland (since 2012).

University Researcher (tenure track, since 2014).

Head of the VIBE / EU-program (Finnish partner) "New Vision on International and Business –related Education" (2014-2017).

Sales Trainer (since 2011)

Head of the Academic Board, (2013-2014). MBA program, University of Eastern Finland.

University Lecturer (since 2010). Undergraduate, graduate and doctoral levels.

Entrepreneur/ Partner (Head of the Board). Real Estate (2010-2015). Hypermarket retailer (1996-2008).

Kindergarten Teacher and Second Head of the Kindergarten (1990-1996)



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Research e.g. on

- Buyer & seller relationships in B2B sales
 - > relationship processes, relationship development
- Culture & consumer-seller interaction in B2C sales
- Salesforce motivation
- Sales Training and Education
- International New Ventures
- Interorganizational Collaboration
- Publications e.g. in *Industrial Marketing Management*, *Simulation & Gaming*, *Cogent Business and Management*, *Journal of Relationship Marketing*



Sales approaches

B2C = Business to consumer markets

- *Consumer* purchases products and services for his/her own needs
- Purchasing motives are personal

B2B = Business to business markets

- Company (*Customer*) purchases products and/or services from another company
- > DMUs professional buyers
- Processes of buying and selling, role of decision making



Differences between sales and marketing

-Discussion



- Sales role in companies?
 - Sales role in marketing or marketing role in sales?

Sales role in university?



**Sales and Profit
success**

Prospecting

Database and
knowledge
management

Implementing
sales and
marketing
strategies

Salesperson's responsibilities

Self management

Providing
service

**Relationship
management**

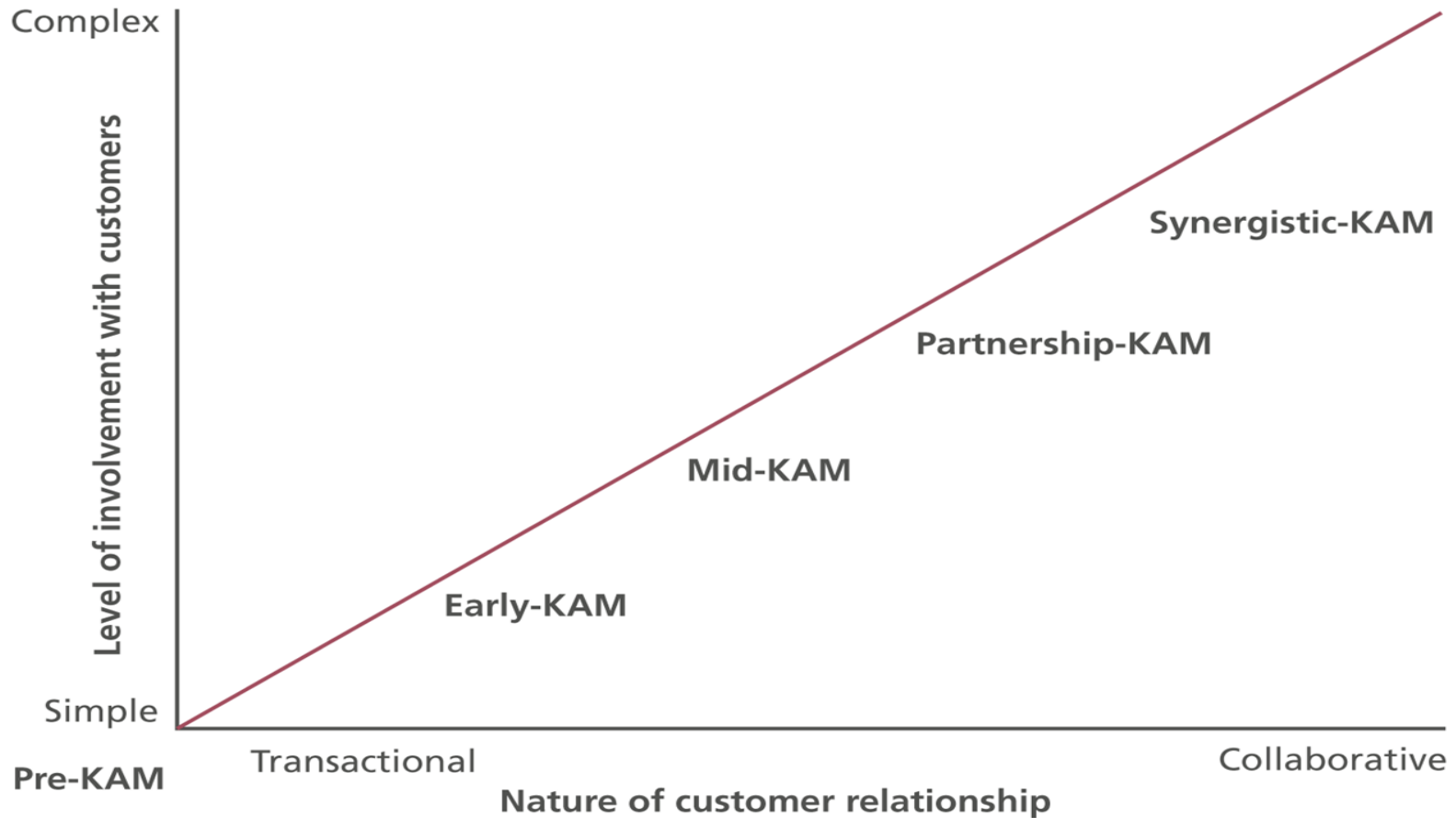
Handling
complaints

How to meet a customer in sales?

How to build a relationship in sales

-Group work-





Key account relational development model (Millman & Wilson, 1995)

Successful selling is associated with...

- Asking questions,
- Providing product information, making comparisons, offering evidence to support claims,
- Acknowledging the customer's viewpoint,
- Agreeing with the customer's perceptions,
- Supporting the customer,
- Releasing tension,
- Having a richer, more detailed knowledge on customers,
- Increasing effort, and
- Confidence in one's own ability.

(see Jobber & Lancaster 2009, 249)



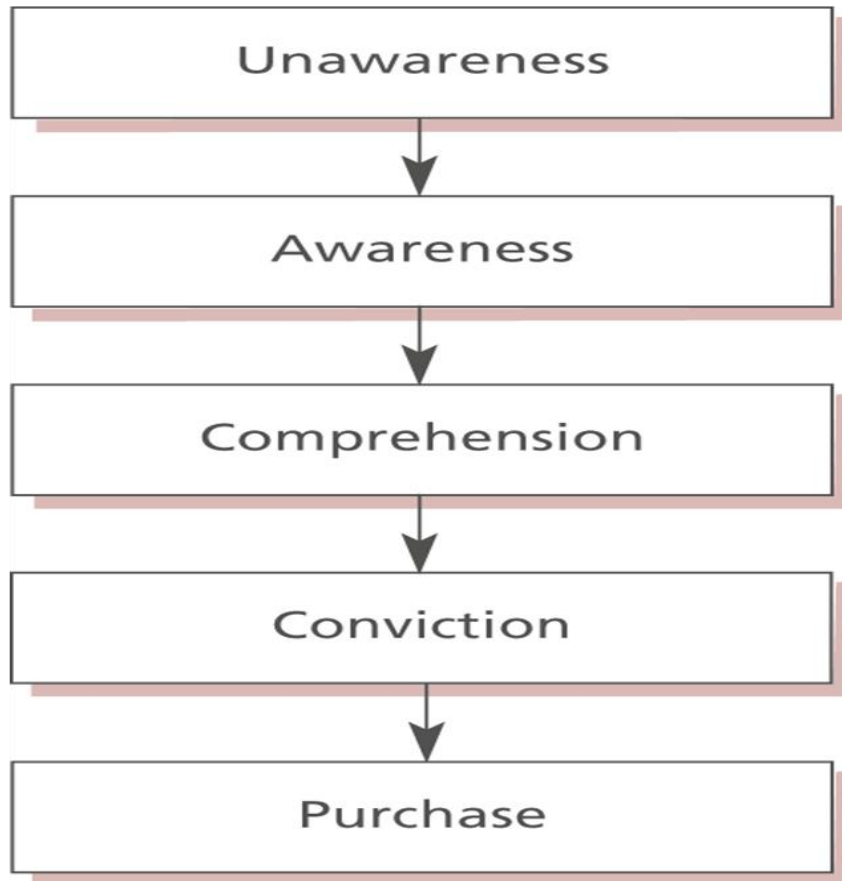
Sales Process



Sales Planning
Collaboration



Stages in the buying process (Jobber & Lancaster 2009, 66)



Adaptive selling

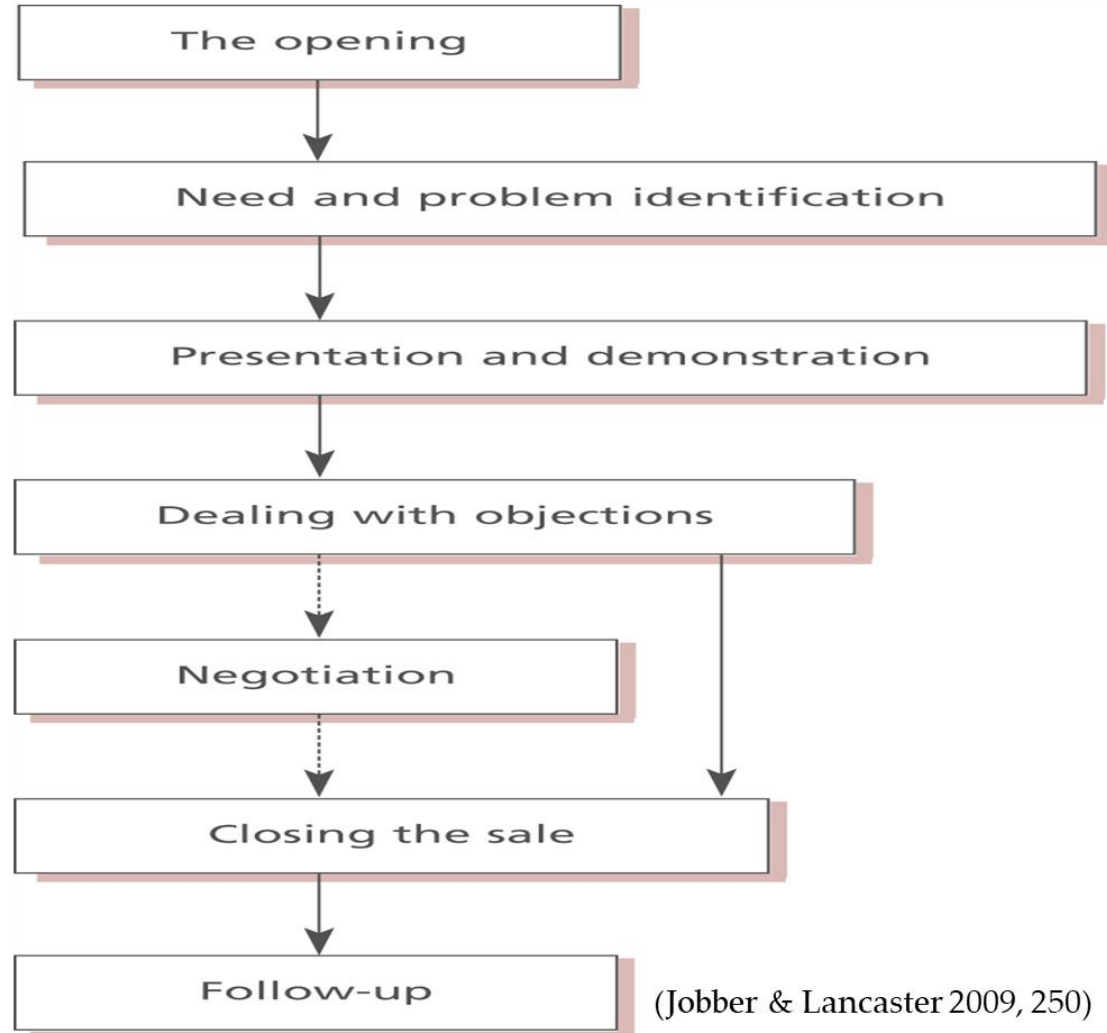
- "The practice of adaptive selling is defined as the altering of sales behaviors during a customer interaction or across customer interactions based on perceived information about the nature of the selling situation" (Weitz, Sujan, and Sujan 1986).
- Adaptive selling behaviors should improve the performance of salespeople, since each customer interaction represents a unique selling situation requiring the salesperson to adapt his/her sales message to the customer. (Weitz, 1981).



Groups

- Small groups (3-4 persons in a group).
- Get familiar with two different sales processes described in handout.
- Compare these sales processes in a group.
- **Build the sales process based on your own perspective**
What elements are typical for B2C or B2B sales processes?

Sales process



(Jobber & Lancaster 2009, 250)

Opening

- Take contact
- Create trust
- Create good first impression and feeling
- Never sell anything

-> First impression



Need and problem identification

- Information part
 - Focus on customer's problems and needs
 - Write notes
- Listen
- Discuss; ask, agree and answer
- Types of questions
- Strengthen trust and good feeling with the customer
- Remember a background work!



Presentation and demonstration

- Based on the information on a customer's needs
- Strengthen trust and good feeling with the customer
- Be clear
- Practice and practice before presentation
- The level of purchase intention!
 - Use references
 - Demonstrate, selling points!



Presentation and demonstration skills

- Adapt your presentation style to a customer's needs. Avoid delivering the same “canned” presentation to all customers.
- Demonstrate only the products based on customer's needs and interests.
- Discuss with the customers and ask questions.
- Explain the benefits of the product from various viewpoints.
 - ...which means that...
 - ...which enables you to...

Argumentation skills

- **Logic**

- Sellers need reasoned arguments.
- Facts: research findings etc.
- Explaining causes and effects (consequenses)
- Experiences

- **Emotion**

- Focus on customer's needs, wishes, values, and beliefs

- Try to predict customer's objections.

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Negotiation

- Price
 - Your limitations, customer's limitations
- Timing
- Payment method
- Advice/support service
- Supplementary products and services
- Strengthen the customer satisfaction



Closing the sale

- Main goal is to take a moment!
 - Right timing, notice level of buyer's purchase intention
- Better presentation, dealing with objections, and negotiations shorter closing
- You have nothing before closing
- Types of closing the sale



Follow-up

- Contacts with customer after the selling
 - Feedback on your selling
 - Advice service, education service
 - Season greetings
- Take care of customers' satisfaction (Main goal)
 - Possibly to take more sale later



Self management in Sales

- How do you manage yourself?
 - Timetable
 - Whole process of selling
 - Key account manage
 - Task manage
 - Keep in planning
 - Skills for deciding
 - Feedback understanding
 - Profit understanding
 - Re-evaluating and controlling



References

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