

ПОВЫШЕНИЕ ЭФФЕКТИВНОСТИ
СБЫТОВОЙ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЯ

Д. А. ДЕРЖИНСКАЯ

Научный руководитель М. Н. ГРИНЕВИЧ, канд. экон. наук, доц.

Консультант Е. Н. МЕЛЬНИКОВА

БЕЛОРУССКО-РОССИЙСКИЙ УНИВЕРСИТЕТ

Philip Kotler: “We are living in a world that is no longer facing a shortage of goods, but a shortage of customers”. These words lead us directly to the conception and main purpose of any Sales Department. The sales department of any corporation or business is the catalyst of how well the products are introduced into the marketplace. A business cannot last long without sales of its goods and services.

The main function of a sales department is to attract and retain customers. Many moving parts are tied to this but the objective number one is to attract and retain customers. The other objectives are:

- to give motivation to the sales;
- to analyze the demands of markets;
- to study the consumer's psychology;
- to study market fluctuations;
- to prepare sales budgets;
- to explore new markets.

The chief functions of sales management are:

- recruiting and employing salesmen and fixing their compensation and respective territories;
- training the salesmen in knowledge of the goods and in methods of selling them;
- supervising and directing the sales activities of the men out in the field, sending them letters and providing helpful information;
- preparing and furnishing equipment for salesmen in the way of samples, sample cases, price lists, kits, portfolios, or whatever else may be necessary, depending on the nature of the business and the product or service sold;
- supervising and checking the expense accounts, route lists, detailed reports and daily letters of the salesmen;
- determining sales quotas, providing bonuses and prizes, conducting sales contests and special sales campaigns;
- preparing, or directing the preparation of, sales manuals, or salesmen's handbooks, giving detailed information about the company, the products, and the sales principles and methods involved in selling;
- cooperating with the advertising department by helping the salesmen utilize and sell the company's advertising and aiding them to assist customers to make use

of advertising helps, and by obtaining reports from the field concerning the reaction to the company's advertising and that of competitors. Cooperating with the production department in the matter of qualities, quantities, containers, packages, sizes and seasonal goods, and reporting their reaction on dealers and consumers;

- making investigations of the products or offering to discover new uses and new appeals to dealer or consumer;

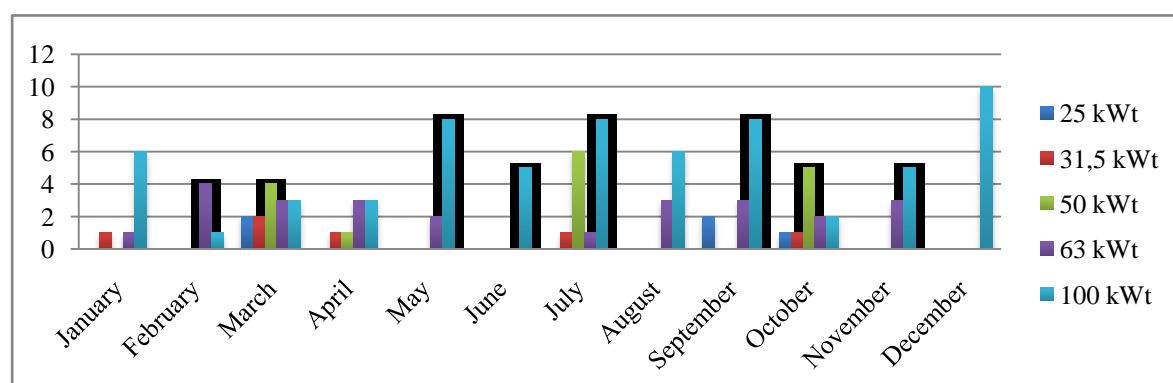
- conducting, or arranging for, special market surveys and analyses of territories with a view to discovering new markets for the goods or new methods of developing old markets.

Improving sales effectiveness is not just a sales function issue; it's a company issue, as it requires deep collaboration between sales and marketing to understand what's working and not working, and continuous improvement of the knowledge, messages, skills, and strategies that sales people apply as they work sales opportunities.

The company Teploenergomontazh is a manufacturer of wood gasification boilers. The boilers are manufactured for burning wood on the principle of generator gasifying.

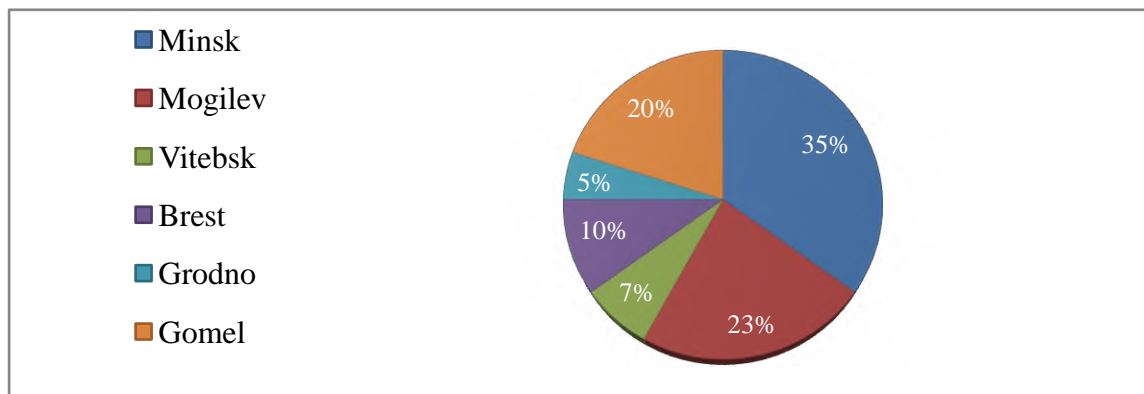
Gasification is a process that converts organic or fossil based carbonaceous materials into carbon monoxide, hydrogen and carbon dioxide. This is achieved by reaction of the material at high temperatures ($>700\text{ }^{\circ}\text{C}$), without combustion, with a controlled amount of oxygen and/or steam. The resulting gas mixture is called syngas (from synthesis gas or synthetic gas) or producer gas and is itself a fuel. The power derived from gasification and combustion of the resultant gas is considered to be a source of renewable energy if the gasified compounds are obtained from biomass. The advantage of gasification is that using the producer gas is potentially more efficient than direct combustion of the original fuel.

The market of producing heating boilers is not sufficiently developed in our country. A big market share belongs to imported goods. The most substantial competitors of the company are Gomel Plant "Kommunalnik" (Belarus), Atmos (Czech Republic) and Viadrus (Czech Republic).



According to the bar chart which shows the sales dynamics in physical terms we can make a conclusion about seasonal demand for boilers. It's related to the beginning of the heating season.

The pie-chart shows us percentage distribution of the goods within regions of Belarus. There are two groups of demand. The first group includes 3 regions with the highest sales level. They are Minsk, Mogilev and Gomel regions. All of them have 20 or more percent of the whole amount of sales. And the second group includes the rest of the regions, that don't have high level of demand.



The company “Teploenergomontazh” doesn't have sizable competitors among domestic firms, but there are real giants of heating boiler manufacturers among exporting companies. This leads us to the idea of increasing the consumer awareness. This indicator can be raised by participation in different specialized displays and fairs, which are held annually in our country. The best example of such an event can be Belarusian Industrial Forum-2013 (International exhibition project), which includes 17th international specialized exhibition BelPromEnergo. The company has such experience and it should continue taking part in different exhibitions.

According to the pie-chart the goods of the company are not very popular in such regions of the country as Brest, Grodno, Vitebsk regions. The company uses direct distribution channels and it should develop channels to improve sales effectiveness and consumer awareness. The company should establish a manufacture's store, which will be a show-room and a warehouse at the same time. The boilers for this shop and warehouse will be manufactured during the period of the year when the demand is low.

The company produces competitive goods, but it doesn't use all the opportunities of the distribution channels. For this reason it's important for the Sales Department to develop direct distribution channels and open the manufacture's store.

Another essential point is consumer awareness. It's important for the company to be known as a high-qualified manufacturer. So the company should participate in specialized exhibitions and fairs. All these suggestions will improve sales effectiveness and increase company's profit.