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- Invite the customer to return.
- Show consumer they are matter.

### CONCLUSION

The preceding mind review gives descriptions from previous literatures on customer satisfaction with its related variables and dimensions. This is very important to every organization to achieve their target and make sure the survival in the industry. Therefore, the researcher carrying out this mind map to overcome those issues regarding the customer satisfaction. In every organization they has different types of need and want, but they expect to satisfy it's through their goods and services. Hence they have the responsibility to identify the tools that are impact on customer satisfaction especially in their organization's products and services.

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## SALES CONCEPT AND SALES SUCCESS

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### ABSTRACT

In this study the Sales concept, the effect of Selling and focusing and analyzing the sales transaction in the sales concept, the sales concept of sales manager can be changed marketing from the beginning the century flavored the varieties of many bearing and ambiguous. or concept of sales concepts. Sales success:- In This sales concept the moment of our customers Achieve the desired outcome of the company sales success. we define sales as success the level of achievement of Sales school and the organization sales project or a task and the numerical , validity result of sales people of sales access .While the terms marketing concept and selling concept are often used to describe the processes of sales and marketing, there is seldom a clear telling of what they mean or how they have changed over the years. More significantly, there is a general mix- up among the public that these two ideas apply only to the advertising and direct selling techniques we see and hear every day. In reality, consumer advertising and direct selling represents only a small percentage of what is encompassed in the marketing and selling concepts. In discussing these two important ideas, this paper will be particularly interested in addressing how the marketing and sales concepts apply in the business-to-business (industrial) setting. In evaluating industrial marketing and sales, this paper will argue that there inevitably will be a need to eliminate the separate concepts and mingle them into one cohesive idea, or more directly that separate concepts will cease to exist.

## INTRODUCTION

Sales success is just a field The research of sales concept and sales success, it is a field to involves sensitive variable and big changes in sales success and A Good sales person not only hits the goals and appreciation and loyalty to words the customer is known as sales concept and sales success. Sales object of the outcome for a company of sales department or individual sales to meet in order to achievement of company goals and increasing the customer and the number and the revenue of the company target

### Sales concept and Sales Success.

Sale concept.- sales concept is an idea which have lays Response on sale of good and services, Focusing on sales (PROFIT )then 1<sup>st</sup> Focusing on Marketing. sale concept Having Online and offline concept, it also called the selling concept of what they sales aim is sales are not whether the products is actually Required in the sales concept. Sales concept it is also a part of marketing that sales concept that makes of the marketing strategy and analysing buy the (PRODUCTS) it is also affect to the place of primary focus on generating the sales transaction in this sales concept good customer may not ordinary buy or necessarily need in sales concept.

Sales concept is a thumbs-up to the concept of the sales management and the role has been change from the beginning of the of one hundred years ago this sales concept of the marketing of that the business is on the there should be new for human and social concern with the new sales management . While the terms marketing concept and selling concept are often used to describe the processes of sales and marketing, there is seldom a clear understanding of what they mean or how they have changed over the years. More importantly, there is a general misconception among the public that these two ideas apply only to the advertising and direct selling techniques we see and hear every day. In reality, consumer advertising and direct selling represents only a small percentage

The business markets the major change due to the Grow, put into digital form, as for use in a trends, As per the research approach that's selling in social platform like online selling and Digital channel and advertisement to customer understanding the social and digital and purchasing journey touching the point of sales process. Related the construct of other close selling approach and group strategy of elements as well the role of sales of success of the business market having a relatively simple device for performing work of sales of section of sales concept. It will be shown that both concepts evolved significantly throughout the time period, however, there was little interrelation between the two ideas. Section Two will take an in-depth look at how the marketing and sales concepts became increasingly connected throughout as technology (technological) advances and changes in customer sophistication opened the way for transformation. integration of the sales and marketing concepts to describe how the two ideas presented above will become increasingly connected Evidence of this transition and theoretical models from current marketing and sales experts will be presented, as well as a marketing into a new paradigm for the business function as a whole sale concept.

The number Is just Field to sales success, Sum of Customers involves of sensitive variable, The big Changes an Average Sales enter, enter and great one, A Good sales representative not only hits their goals but capacity to Earn allegiance consistent Awareness and Retail Customer. A Good sales assistant has more to offer to customer an exciting pitch of individual with resilience and they take time to get to know the client needs show emotions and deals in the results of product in self-possession. Advertising is in majority source of an income for the public sales of the company and it is necessary to balance of the cost of the products, The research is viewed of the from studied the specific marketing assets and capacity to influencing and the factor of increasing the advertisement and revenue of books published in magazine and making surprise management in sales success. This research shows that majority of source and income in the company is necessary to balance success of asset in sales source. Increase online sales through social media. Become a thought leader. Don't uncomfortable from freezing calling. Offer a demonstration of the product. Provide a ,original clear end result. Be willing to adapt your offering Close deals with confidence.

While the terms marketing concept and selling concept are often used to describe the processes of sales and marketing, there is seldom a clear understanding of what they mean or how they have changed over the years. More importantly, there is a general misconception among the public that these two ideas apply only to the advertising and direct selling techniques we see and hear every day. In reality, consumer advertising and direct selling represents only a small percentage of what is encompassed in the marketing and selling concepts. In discussing these two important ideas, this paper will be particularly interested in addressing how the marketing and sales concepts apply in the business-to-business (industrial) setting. In evaluating industrial marketing and sales, this paper will argue that there inevitably will be a need to eliminate the separate concepts and merge them into one cohesive idea, or more directly the separate concepts will cease to exist. To follow the above argument, this paper will be divided into three sections.

Section Three will look to describe how the two ideas presented above will become increasingly connected. Information of this transition and abstract models from current marketing and sales experts will be present. Traditional marketing as we know it as the selling concept will essentially incorporate the ideas of successful marketing into a new pattern for the business function as a whole.

#### Target sales Success

1. Enlarge the Annual sale of the company
2. Enlarge new customer
3. Enlarge the ( Conversation ) rates
4. Enlarge the customer (retention)
5. Enlarge sales process and Sales Activities
6. Enlarge the marketing
7. Enlarge the sellers need convert His/Her product

#### Problems of sales concept:-

There are 5 most popular sales concept problems,

1. Our systematic is way too long.
2. You don't have enough leads.
3. Your leads are unfit.
4. You're (filter away) wasting your effort on bad-fit prospects
5. You're pay out too much time on low-value tasks.

#### Problems of sales success:-

There are 5 most popular sales success problem.

1. Trying to be trust almost entirely
2. Getting into front of the controlling
3. Realizing a solid products alone with front persuade people to buy
4. Struggling with productivity in the face of uncertainty
5. Moving towards 1<sup>st</sup> a buyer mentality

#### CONCLUSION

In this sale concept Number of businesses and companies had a great challenge and that was to sell their products and services. Marketers developed Businesses and companies have created separate sales departments and started hiring sales personal. Sales success in this today's world it is one of the toughest and highly challenging profession. Why it is challenging Why sales representative mostly in fulfilling their target Why common one's doesn't want to become a part of this profession and therefore, There are hundreds of questions against of it, but, only a definite & right reason gives us the strength to continue this job with full enjoyment of the sales success.

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