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# SURVEY ON SALES SUPPORT REALTIME MANGEMENT FOR SMALL AND MEDIUM SCALE INDUSTRY

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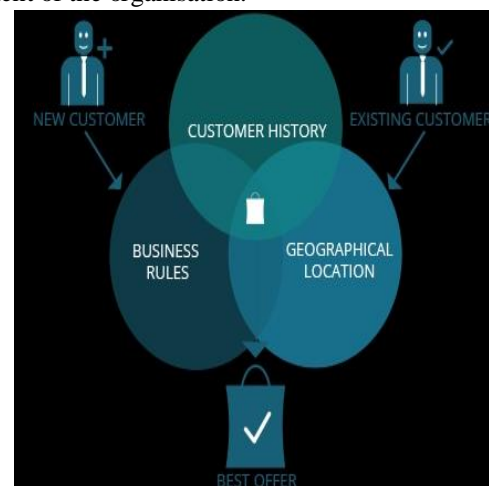
**Abstract** -Sales support in the industry is challenging module CRM and so there are numerous functions which have to be performed by the sales management of the organization which majorly focuses of representations of certain aspects such as selling and closing of product deals. Analysis and measurement of the information have changed in the past few years. Sales phases are required to reduce the tension and friction between the customers and the cooperate. Including technology in the sales organization can drastically change the experience of the customer and the industry. Automating the entire process of handling the leads in CRM can reduce the various drawbacks.

**Keywords:** CRM; Sales support; Sales Techniques; Customer Relationship; SPIN-selling; Value creation; Challenger sale

## I. INTRODUCTION

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) is an important aspect for diversified multiplicity of functionalities in small and medium scale industrial companies. AMT defines CRM as: “CRM is an operational strategy centered on customer with aims to retain old customers, attract new customers and improve customer’s contribution to profit through utilizing information technology as a tool to redesign relevant business functions and reorganize work procedures concerned”. Hence, there should be utmost importance given to industries to operate efficient management relationship with the customers. Inpracticality, CRM establishes a full efficient and durable real-time platform for large industries. Many diversified development tools into force for adequate competent functioning of the management. CRM prompts to develop an efficient application based on new trending technologies to build a enterprise-to-customer and vice versa communication platform by encompassing main modules of CRM:Sales

management, marketing and customer satisfaction. According to a study, a new customer brings about five times the profit as of an old consumer. It is vital and influential to possess regular consumers with the inclusion of new customers. This paper speaks about vital portrayal of sales support system in the acceleration of limited scale industries in the real world market. In the boosting competition in domestic and non- domestic market space end users play a critical and integral role in the upliftment of any company. Hence, sales support system was introduced. Sales support system was mainly established to assist the industry in the Salesforce and to secure and retain the customer relation and improvise the customer satisfaction and to effectively increment the results of the salesforce. Sales support management system strengthens and complements productivity and competency of the sales support system The system is receptive about the development around the possible and budding clients in a real-time structure and framework. The dynamic and profitable sales system influences in market share but also enhances the advancement of the organisation.



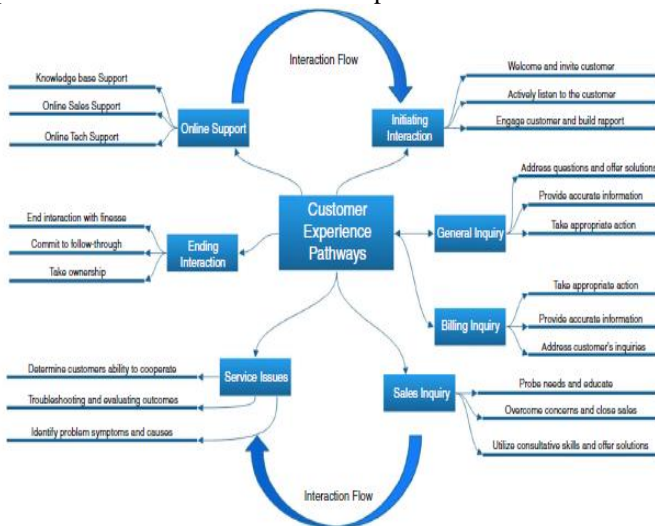


**II. METHODOLOGY**

The proposed methodologies include in demonstrating effective selling organizing systems. Problem solving of sales in CRM is effective only when we include the interactions between customer and the salesperson of the organization. Building a long-term relationship is necessary in all phases of the sales cycle. There are several selling methods such as SPIN, Conceptual, Challenger and so on. The SPIN-selling model presented by Rackham (1988) introduced change by creating key selling rehearses for huge records. The SPIN approach is based on gathering need payoff, situations, problem and implications who provides result of questions and gives a guide to direct salesmen in driving vital selling inside a record. Salesperson acts as an advisor in the problem solving of the company.

**1. Customer Experience pathways:**

There are 5 pathways which the organization can include in cooperation with customer-service and technical support and thus it includes Electronic, General, Billing, Sales support, and Service support []. Technology enables giving customer a good experience providing automation and CRM equipment gives excellent way in gathering information and easing the process. Innovations made with technology provides the next level revolution for customers by providing multipurpose service platforms. The advantage of retrieving data from anywhere makes in transformative. Customizing the entire experience of the customers with the use of e-mails and other media platforms to interact makes the relationship strong and makes the process informative. Handling the feedbacks, needs and requirements of the customer is the key and to understand the same one has to include specific platform of interaction to make the process flexible.



**Figure 1** Customer experience pathways

**2. The challenger selling:**

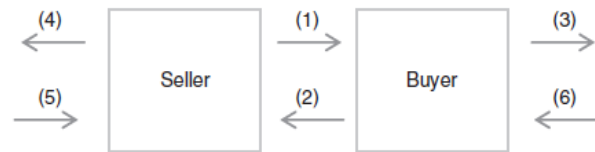
The challenger sale is the model which makes the salesperson to build deep understanding of the customer's new insights and helping to push all the thoughts to their company in order to achieve the business development and

effectiveness []. This approach focuses on the salespeople to become experts in building the relationship and understanding the customer's needs to decrease the tension between the customer and the company. The model extensively suggests the salesperson to "make fast decision even in turbulent environments". They are also expected to have entire knowledge about the customer's business and have to value their needs. This approach concentrates on the salesperson with the ability to make strong skills of communication to be able to build relationships. The entire view is to achieve the all prospective of the customer in order to complete the goal effectively.

The researches have classified salespeople are categorized into 5 groups which are defined as the Hard Worker- motivated and ready for feedback, the Challengers (salesperson who follows this model) -understands customer's needs and pushes them further and can work at stressful environment, the Relationship Builder- having good communication skills, the Lone Wolf- who is independent and confident, and lastly the Reactive problem Solver- focuses on detailed problem solving []. It is said that relationship builder are least performer and the challengers are likely to be top performer [].

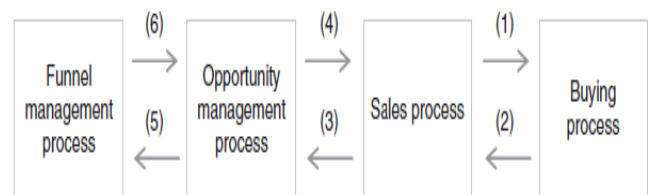
**3. Value Selling (VS) Framework:**

In the relational based model, the customer and the providers have to interact to interchange the information, make relationships and build commitments []. The basic goal of value creation is to deliver top performance and indicate the customer's need the highest priority. (1) Indicates the entire interactions between the buyer and seller.



**Figure 2** Flows of value exchange between buyer(customer) and seller(organization).

Value exchange is the key to understand the relationship and interaction between the seller(company) and the buyer(customer). VS is successful in making the changes in buying practices by involving technology. Buyers can include all the feature it requires online to push it to the company which ends up giving power to the customers. These programs help the salesperson to understand what they do for the customers by doing analysis and makes the sales cycle more flexible.



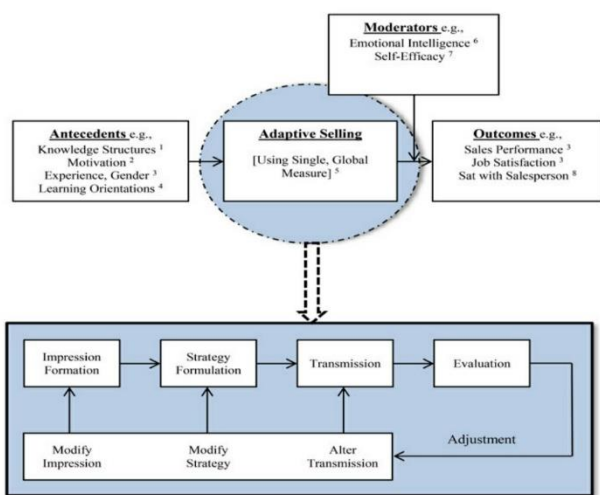


**Figure 3** Interactions of sales process, opportunity management, buying, funnel process. in the pristine video sequence are pristine frames, but there are pristine frames and tampered frames in tampered video sequences. Therefore, the number of pristine frames is far more than the tampered ones. In light of this, we draw more image patches in each tampered frame than we draw in pristine frames. This clipping method for image patches is named as an asymmetric data augmentation strategy and shown in Figure 1.

As shown in Figure 1, we draw three image patches from the pristine frame (Figure 1a) with a suitable stride size, and label these image patches as negative samples. The three image patches are respectively located on the left, right and central position of the pristine frame. In the tampered frame (Figure 1b), the moving pedestrian has been removed from the scene. The tampered region is marked with a rectangle R, and point C is the central point of rectangle R. We draw M image patches from the right tampered frame with a stride size 10, and label these image patches as positive samples. To ensure all of the M image patch are positive samples, the point C must be contained in each image patches. In other words, the number of positive samples M is limited to an appropriate value. Therefore, the quantity of positive samples and the quantity of negative samples are similar by using the proposed asymmetric data augmentation strategy.

4.1 . Adaptive selling

Adaptive selling is described as “the change in sales behaviors in the course of customer interaction or over client interactions on the basis of recognised and observed information about the nature of the sales system solutions or based on feedback or difference of opinion in buyers. The process of adaptive selling is persistent and steady by being customer prominent and through the marketing concept and has resulted to improve sales outcomes across multiple organisations.



**Figure 1. Contrasting macrolevel and microlevel theories of adaptive selling.** The top layer is macro level and micro layer is the bottom layer respectively.

The topmost level of Figure 1 explains various classifications of non-practical relationships with the customer clients that have been investigated at the macro level. The figure is used to compare and differentiate the macro level concepts with micro level apprehension of adaptive selling. The lower half is used as an environmental framework for classifying data and other data resources at the lower level. The above system model comprehends the practice of adaptive selling as a compelling process occurring dynamically in five stages or steps with the first step being impression formation, followed by strategy formulation, the transmission of messages the evaluation of reactions of the buyer respectively with responsive changes according to clients opinion in the first three stages.

4.2 Consultative Selling(CS)

Consultative selling(CS) is multilevel procedure that focuses on win-win results and personalization, and which incorporates compassion as a key fixing “in building up a long haul trust based relationship”. The CS approach emphasizes around giving solutions that help clients accomplish key destinations, rather than only taking care of issues. This methodology goes past critical thinking selling and requires a strong relationship between the sales rep and client. Salesmen in consultative selling jobs need more noteworthy scholarly capital since they have to comprehend their clients' the same old thing and be proficient of distinguishing and situating arrangements that help improve the client's the same old thing.

III. CONCLUSION

This paper is a survey on Sales Support Real time Management for small and medium scale Industry based on pipeliner CRM and sales techniques. In the present adaptive selling the research which is conducted mainly focuses on macrolevel, with empirical research which predominantly uses the unitary ADAPTS measure. In contrast, adaptive selling research is scattered at the microlevel. As it is the human nature to measure things that can be measured easily and for the existing measures. Since ADAPTS is the macrolevel measure, it predominantly focuses on macrolevel theories of adaptive selling. Where as a remarkable existing research can be organized as being microlevel adaptive selling research, it has not been classified earlier in an integrated framework. So this methodology is not properly organized for microlevel adaptive selling research. Value selling develops a value sales opportunity management framework, the research is responsible for providing sales, management strategies and customer value literature by evaluating the earlier obscured managerial practices and capabilities by directing the sales function at the customer interface using strategy implementation. In case companies the major challenge is the successful implementation of value selling at sales force level.

The Challenger Sale is another way of considering the salespeople as a strategic teacher where he has to implement the new ideas generated by the customer during the further and future development. Challengers has to take the main role in identifying the needs and; requirements of the buyer for improvement instead of questioning or neglecting the buyer. So this way selling requires expertized salesperson who has the



capability of analyzing and understanding customers' businesses and industries.

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