



# ***SALES AND AFTER SALES***

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# 1

## *Introduction*

Sales and after sales form the backbone of any business. After sales more so, because the way you treat your customer with whom you have done business will reflect on repeat business. There are many ways in which you can improve your repeat business. And all of that starts from you. We put in a lot of effort when it comes to boosting our sales. Right from the design of any product we are selling, to the marketing that goes behind it, but what will result in the actual success of the product is the effort that goes into the after sales. Here, let us have a look at some things you can do, to improve your after sales.

***“Sales and after sales form the backbone of any business”***

## 2

## *Customer needs your Attention!*

Whilst we may give a lot of thought to how we are going to approach a customer, we seldom think about how to maintain one. The customer always deserves your best, regardless of the time of day, day of the week, or month of the year. Even if it means you are working late nights for more than 2 days in a row. The moment the customer feels they do not have your attention, they may switch to a competitor.

While the customer is not always right, they are not always wrong as well. When your customer approaches you with a problem, and the fault is theirs, your goal is never to discredit, embarrass, belittle or challenge them in a destructive way. Always try to discover the source or cause of their incorrect perceptions, beliefs or attitudes.

Often times, the customer can actually be a source of change. Customers have a perception that is a true reflection of reality as they see it, this makes them the ideal source for areas where we can make ourselves better. Customers can be informative if we keep an open mind and are receptive to what's being said. They can help pinpoint distribution or sales methods that need improvement!

Finally, whoever hears about a problem owns the problem. So, if you are the representative the customer is bringing a problem to, it is yours. Avoid being defensive or upset when a customer brings you a concern or complaint. Accept the fact that the problem exists and help get it solved. Give them the attention they deserve, after all, Customer Satisfaction is what we strive for.

# 3

## *Integrity is Integral*

There is a golden mantra when it comes to Sales and after Sales: Say what you will do and do what you say you will. Follow through, keep your promises, honour your commitments, and keep your customer informed of your progress. Customers tend to be more understanding, patient and tolerant if you communicate with them with integrity and in a timely manner.

When you make the understand that you care for how they feel, and that you are a person, not business they will trust you more, and more importantly, they will want to do business with you. They will genuinely want to. And that is the kind of customer no one can afford to lose. So, when you are with a customer, be it for Sales, or After Sales, be interested, care and act like you're glad the customer is doing business with you.

People like doing business with people who appreciate their business. They are usually willing to give more of their business to salespeople who are accommodating and interested. Keep your word, and also, Loyalty counts. When it comes to online businesses, more number of people have a few favourite websites they shop from, so don't forget to nurture your customers for the next purchase. Take the extra step, use their social media profiles to offer them personalised email and social offers, or give them special status for shopping regularly with you!

# 4

## *A Personal Touch*

A personal touch goes a long way when it comes to retaining your customer! For businesses selling goods online, you can include a hand written thank you note addressing the customer by name when you ship your merchandise. Let this customer know they mean more to you than just another sale. On the other hand, if a customer has bought a lot of items, or one expensive one, you can surprise them with a small token of appreciation. It will make them feel appreciated, and you can be assured of their return business.

Another area where you can provide a personal, or a human touch can be getting to know you're your customer thinks, and also letting them know that their opinion matters. When you let your customer know that their take on things is important to you they will be more inclined to feel like an individual with thoughts and feelings, rather than just another customer. Don't ask for their feedback to improve your reputation, instead, ask for their feedback because you are genuinely interested in what they think.

And finally, just be yourself. Today's buying public is very knowledgeable and sophisticated. They instinctively know how you feel about them. And most often, they don't want to feel like they are dealing with a huge corporation and that they are simply an invoice filed away somewhere and forgotten. So, if you are the sole owner of a small company, be proud of it and let them know exactly who you are. This sort of a connection that they can have with you personally, can go a long way in helping you professionally as well!

# 5

## *Always stay in touch*

Always be in touch with your customer. Be it for payment confirmation, delivery, or post-delivery. A simple text message or e-mail from your side can go a long way in forging your partnership. Contact your customer immediately upon payment confirmation and thank them for their purchase. Stay in touch with them through the whole process. Contact them again when you ship their merchandise.

Estimate the approximate time their package is scheduled to arrive and contact them to make sure their package was delivered safe and sound, and to see if they have any questions about their merchandise. When customers see that you aren't forgetting them as soon as they have paid for their purchase they will realise you are passionate about your product and service and that you genuinely want them to be satisfied shopping with you.

# 6

## Conclusion

We just had a look at the small ways in which you can make a huge difference to your Sales and After Sales procedure. They are not huge changes, just a few behavioural changes from your side. When we change the way we look at, and treat our business, we can be assured of a huge change in it as well, and that too in a positive way. So, work towards making your customer happy, but not at the cost of making yourself unhappy. Try to find that balance and all will be well.

***“Keep your promises,  
honour your commitments,  
and  
keep your customer  
informed of your progress”***



