

The Most Important Elements of Knowledge in Sales and the Necessity of Acquiring Them

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Salesperson's professional activity requires great effort. Salespeople play an important role in the country's economic system, because on them depend how well will be sold produced goods. The success of their work is conditioned by their level of knowledge.

In our time, the study of customer relationships is special importance. The establishment of relationship with buyers includes the management of this process, which means the whole process of offering them the best values and achieving their satisfaction (Seturi and Urotadze, 2017). Salespeople play a key role in building relationships with customers. However, to do this, sellers need the right knowledge and experience. Knowledge for selling is obtained by the formal sales training that teaches information through preliminary training programs and also, the salesperson learns by experience. Nowadays goods and services become more complex. At the same time, the development of modern technologies has brought new challenges in the field of sales (Mghebrishvili and Seturi, 2015). Internet, virtual environments and all the other modern forms of communication are a reality of modern man. Various forms of service with which we try to better the quality of daily life are becoming more sophisticated. Their consumption is often a process that requires a precise definition of all of the activities of which it is composed (Pogarcic, Raspor, Seturidze, 2017).

The interest to above mentioned issue is growing in Georgia. Local companies will not be able to profitable function, if they do not pay serious attention to the basic aspects of selling. In the field of trade there is an important competition. The number of retail trade companies in Georgia is quite numerous. Inside the country are functioning hypermarkets, retail stores and supermarket chains, small shops, etc. It should be noted, that in the recent years the number of employees in wholesale and retail trade significantly increased in Georgia (Seturi, 2019).

Companies train their salespeople on the product's physical and performance characteristics. Sales personnel must be experts on everything involved with their products. But It is not enough only knowledge about the product. It is also necessary their skill to describe consumer benefits. That is to guess what benefits want to get customer after buying the goods. Salespeople must learn how to stress product benefits that are important to the prospect in presentation. If salespeople have mastered this selling technique, their sales will increase.

Prospective buyers are usually exposed to various sales presentations. A person considers this information and then makes a buying decision. This process of internalization is referred to as a black box, because we cannot see into the buyer's mind. So the salesperson can apply a sales presentation (Kotler and Armstrong, 2015). Therefore Salespeople seek to understand as much as they can about the mental processes that yield the prospects' responses. They need to know, that people buy for both rational and psychological reasons. That salespeople can use specific methods to help determine the prospects' thoughts during sales presentations; that buyers consider certain factors in making purchase decisio (Kotler and Keller, 2012).

It is important for a salesperson to uncover a person's need. When salesperson determines the individual's need, he (she) better prepared to develop sales presentation and can relate product's benefits to that particular need. Vendors serve other people in a good mood, and the customer likes purchased products. Thus, the sales staff makes a great contribution to the welfare of people. If we compare this approach with what we see in real life, we will see that only a small number of companies use this approach (Todua and Vashakidze, 2018).

Professional salespeople have mastered the basic competencies of selling, which include product knowledge and selling skills. A most powerful selling technique used by successful salespeople today is benefit selling. In benefit selling, the salesperson relates a product's benefits to the customer's needs using the product's features and advantages as support. This technique is often referred to as the FAB selling technique (Feature, Advantage, and Benefit) (Futrell, 2011). Salespeople today must be knowledgeable to be effective in their jobs. Three important reasons for the salesperson to have selling knowledge are (1) to increase the salesperson's selfconfidence, (2) to build the buyer's confidence in the salesperson, and (3) to build relationships through truly caring about the needs of others (Futrell, 2011).

Knowledge about company, its market, and buyer enables Salespeople to acquire confidence in himself (herself), which results in increased sales. Customers want to do business with salespeople who know their business and the products they sell.

All salespeople need to know the background and current operating policies of their companies. These policies are your guidelines, and you must understand them to do your job effectively. Information on company growth, policies, procedures, production, and service facilities is often used in sales presentations. Sales are part of modern marketing. Marketing should be effective.

Marketing effectiveness is determined by the company's sales performance (Seturi, 2013).

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