Marketing and PR

Client Name

Name of University

 **Marketing and PR**

1. An organization keeps up their business drive via a sales force despite the fact that they have access to way more reliable and affordable strategies for finishing and supporting deals for the business group. The video in the same lieu entailed that everybody benefits when salesmen speak to the entire organization including customers. Companies need to retain and attract new customers by always trying to upkeep valuable associations with clients. For this purpose, each company needs to depend on their sales force to determine what does a customer seek in any item. A sales team can configure the exact needs and demands of any potential customer, and by featuring on their demands, sales force can ensure each of their needs are fulfilled which most of the CRM softwares are unable to decipher. So, there is a need of a real person’s focus on the customer’s needs to get more of your prospect clients to take action and actually make the purchase. While the softwares depict accurate measures and estimates for improving the overall sales, nothing care undermine the value of human cognition and insight offered by the sales team.
2. The video depicts that consultative selling is a selling strategy in which the salesman invests time and energy with the client to comprehend the issue the client is attempting to tackle and after that prescribes an answer that will explicitly address that issue. It's not the same as a customary deal in that it includes recommending an answer for an issue, as opposed to an emphasis on selling a particular item. The fundamental notion behind consultative sales strategy is to determine if a certain sales proposal is actually able to assist the customer to tackle any concern based on merchant's requirements. The salesman uses this technique to sell his product to the prospect customers represent the organization they speak on account of and discloses the potential benefits of offered products and services to the buyers. The sales agent also teaches the customer to configure for the best possible method to more readily exploit their understanding of the product to find a product most suited to their needs.

It offers the broad unbridled concept of being able to explain the entire market for a product, this gives the buyer more answers and possibly opens additional avenues and benefits not even considered.

1. I would feel perplexed since I would no longer be able to decipher if I can trust my eye specialist as someone who works in my best interests or is focused on his personal gains only. I would further try to contact the physician to ensure if the lenses suggested by him are something that is actually good for my eyes and don’t have any harmful aspects. If the specialist actually believes that the suggested contacts are actually beneficial for me based on his clinical and medical expertise, then I would oblige. But if the situation propose that the contacts are being recommended owing to a mutual collaboration between the brand and the specialist where the optician has a promised benefit or commission for suggesting the specific kind of lenses, I would look for another physician. However, it is essential to consider the contrary reasons behind such measures taken by a physician i.e. at any rate the specialist set aside the effort to discover a brand to work with and they can bear witness on behalf of the organization and the products offered. Hence, there exists a probability that the collaboration among the brand and the eye physician is merely for the purpose to ensure provision of high quality products to the customers and mutually benefits all the customers, the company and the physician altogether.

**References**

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