Sales In A World Of Technology

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**Introduction**

The most important aspect of human lives in the 21st century is technology. Technology has been employed to enhance the already in placed practices in every field. What technology has achieved is unbelievable. The best example in this regard can be of Neil Armstrong-the first man to step on the moon. Ever since this landmark event, technological advancements have immaculately shaped lives around the globe.

Owing to the digital revolution, the businesses world over have embarked on a newer journey. That is more progressive and diverse. Which stands on the basis of networking and marketing. Technology has coupled with every aspect of life and it has revolutionized it. Conventional practices that were long been intact have been overhauled. The market has been made more adaptative to incorporate modern technological advancements to increase its output.

With ever-evolving technology, businesses have become dependant on it as well in order to perform smoothly.

**Discussion**

In the year 1960, Gordon Moore, co-founder of Intel Corporation, predicted that the technological advancements would open newer advancements at a tremendous pace (Waldrop, 2016). Later this prediction became famous as Moore's Law. Certainly, today, technology has outstripped Moore's prediction, but the main idea still remains the same.

Technology has revolutionized the way businesses engage and participate in the 21st century. Whether it is prospecting, quoting, generating proposals, immediate connectivity with buyers or ability to sell anywhere. Finalizing deals and aligning sales with larger businesses is also revolutionized. One specific aspect of business that has been bolstered with the introduction of technology is sales. Sales process have been revamped completely. Social platforms, big data, and cloud technologies have been effectively employed by the sales departments of a business to double the profits. Modern sellers have nothing in common with their predecessors when it comes to sales. They have modern tools, techniques and purposeful resources at their disposal. They only have to align themselves with the changes in order to stay relevant in the market.

The most important aspect of a business to find the right audience for your services and products (Baltes, 2015). With modern technologies, it is easier to target a specific audience. There are tools such as Linkedin and Bizo, that enables the sales team to find professionals in the relevant industry or company. With premium features availed on these tools, it lets the sales team to directly engage with a possible client. Once engaged with a possible prospect, it is equally important to provide them with a quote. Although providing a quote to a possible client is an easy part, technology has made it even easier. There are many tools on the market that lets sales team to easily generate quotes and send to possible clients. Configure Price Quote is a software that has placed sales teams at an advantage. After finding a prospect and quoting them with a price, the next important aspect is finalizing deals. Finalizing a business deal can be a hectic task, especially when the person, that is the client, is sitting across the globe. Technology has made this bit easier too. With eSignature functionality widely available, individuals can sign agreements anywhere in the world. In today's world, staying connected is the need of everyone. Especially, for a sales professional, it is essential not to be disconnected, even when you are not present at the office. With mobile phones so advance, sale representatives easily generate quotes and send directly to customers. Certainly, not being in the office doesn't stop an individual to be productive.

The idea of sale revolves around the product. Disseminating a product as the best possible solution in the market is another important feature that has been improved by technology (Chong et.al, 2016). Technology has allowed professional organizations to create and develop newer products. These organizations grant access to clients using extranet means. This adds value and makes the client stick to your organization. Furthermore, the Internet has enabled users and clients to obtain prices of products with little hassle. That has made price comparison easier. Hence, the competition in the domain of pricing is even more intense. Organizations make products using computer systems that are far better than their rivals and cheaper than them. Commoditization is another aspect that is booming thanks to technology. This is a concept where an organization combines various products and presents them in different packaging at a lower price. Digital space has enabled organizations to stay aware of their competitors and clients' movement in the market. Online polls have witnessed as an effective strategy to get to know about the client's demands or needs. All this is possible due to the internet. Organizations have covered more geographical mileage never documented before. With so much competition and thanks to the digital space, newer businesses can easily enter the market space with little difficulty and compete with organizations much bigger.

Moreover, Promoting the product in the digital age is not that difficult, but what is important to consider is the strategies that go into marketing (Dunlop, Freeman & Jones, 2016). There are certain principles that need to align with each other in order to promote the product. First of these basic principles is advertising. For advertising a product, technology has provided businesses with websites. Businesses have the facility of mass marketing thanks to television. Advertising through television is practical and much cheaper. With integrated databases in the business, direct marketing has emerged as a newer and effective strategy. The users' information stored on the organizations' database is vital. With this information, organizations have direct access to the client or the user. This type of marketing is called email marketing.

It is also important to get acquainted with the technologies that have been employed by the brands to make great strides in the market place. Big data is an important technology that organizations have used to increase their profits (Erevelles, Fukawa & Swayne, 2016). There is a huge amount of data available with the organizations. Using that data organization have successfully generated trends that have attracted more users. Use of social media platforms in increasing sales cannot be denied. Social technology has provided a useful platform for businesses to grow their sales. In the digital, redundancy costs organizations badly. Automation of practices in the organization can render even bigger sales. Sales Force Technology has automated so many tasks that previously took so much time and cost.

**Conclusion**

Taking into account the discussion above, it can be concluded that effective implementation of technology has made the businesses of many organizations to increase tremendously. Whether it is identifying the target audience or quoting a price, there is a tool and technology available to put into use. With connectivity around the clock, buyers and sellers stay connected on the go. Furthermore, there has been a surge in technologies that have modified the space itself.

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