

Sales Method

In every market, different players use different sales methods. This section analyzes the main sales methods that are employed or considered for your market. In service businesses, the main sales methods are: in-store sales, outside agents, telemarketing and franchising.

Describe the sales methods found in the market place. Discuss their popularity and efficiency and indicate the main sales channels you intend to use.

In-Store Sales

In-store sales is by far the most popular sales method. Customers come to the service center to utilize the service, shop and purchase additional services.

Outside Agents

Many services hire outside agents to call upon customers in their homes or places of employment. The sales are made through the service facility.

Telemarketing

In telemarketing, a company hires a telemarketing force and the main sales avenue is the telephone. The company may generate or purchase the target list of clients to call. The telemarketers contact the individual customers and try to sell them the service over the phone.

Franchising

A successful service business or chain interested in expanding its number of locations may lack the resources to do so. In that case, it can finance the expansion by selling franchise licenses to other parties to set up additional outlets.