



IMPLEMENTATION OF THE SALES SYSTEM IN INDUSTRIAL ENTERPRISES, ITS ESSENCE AND DIRECTIONS

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Article history:	Abstract:
Received: 7 th June 2024 Accepted: 4 th July 2024	The article on the implementation of the sales system in industrial enterprises, its essence and directions, provides information about the analysis and development of the sales systems that are important for enterprises. The thesis describes sales systems related to economic and other indicators of industrial enterprises. The thesis provides information about the components of sales systems, their importance, and their importance for enterprises.

Keywords: industrial enterprises, sales, trade, consumer

INTRODUCTION.

Currently, trade activity is an important area of activity of any enterprise. Sales is the final, most important stage of providing products to consumers. It is aimed at creating a mechanism for transferring the product from the producer to the consumer. The concept of sale should be considered in a narrow and broad sense. Sale in the narrow sense should be understood as the terms of direct sale of the product to the final consumer. In a broad sense, trade is characterized by a set of organizational and management decisions on the formation of demand and promotion of sales in order to maximally satisfy the needs of customers in the context of the uncertainty of external and internal environmental factors for the supplier and the consumer.

Accordingly, when creating a sales system, the manufacturer should pay attention to the consumer and develop a system that is maximally adapted to him. There are many decisions to be made. The most important strategic ones are: choosing sales methods, forming a logistics system, determining distribution channels, as well as forms of integration of process participants. Operational sales decisions, which are constantly adjusted depending on external and internal environmental conditions, include: adaptation of sales channels, implementation of operational sales activities, optimization of the number of customers, determination of forms and methods of sales promotion.

MATERIAL AND METHODS.

Essence:

- Sales process: It includes the processes of manufacturing, warehousing, delivering to the market and selling products.
- Marketing and advertising: The sales system provides an opportunity to promote the company's

products in the market, to present them to customers through discounts and promotions.

- Customer Service: Providing customer service, taking orders, providing product information, and providing customer service and confidence.

Directions:

- Warehouse management: Quality storage of products, distribution between warehouses and ensuring a reliable system.
- Training sales results: Analyzing data on the sales system and determining the number of products purchased based on these analyses.
- Customer service: The sales system provides information to customers about products, accepts orders, and manages customer needs.

After analyzing the literature, we can come to the conclusion that the concept of trade and sales has been interpreted by scientists from different perspectives. For example, L.A. Davydov and V.K. Faltzman in his work defines trade as the conversion of industrial goods and services into money. This definition describes sales in terms of circulation, that is, inventories are sold to obtain funds for the purchase of inventories for further production.

According to D.I. Barkan, sales is a field of enterprise activity aimed at selling products in certain markets. When describing the market, the author refers to the marketing component of the concept, including consumer segmentation, sales channels, etc. V.N. Naumov notes that sale refers to a set of activities that take place after the product leaves the producer's territory.

According to the terminology of French economists, the sale of products is determined by a chain that connects the producer and the consumer through certain links. These links may include resellers, dealers and distributors. This definition describes the



importance of forming distribution channels for industrial products.

From the point of view of logistics, almost the same opinion is confirmed. Marketing is a set of activities from the moment a product enters a commercial enterprise, in whatever form it is used, until the consumer buys it.

According to Philip Kotler, sales is one of the marketing functions that ensure satisfaction of customer needs. He writes: Selling is one of his many functions, and often not the most important. If the marketer has done a good job in marketing areas such as identifying consumer needs; developing and pricing suitable goods, distributing them and establishing an effective promotion system, such goods will certainly come easily.

The analysis of the works of N.V. Demina, T.A. Gaydaenko, A.D. Lyapunova shows that sales is the organization of the formation and distribution of the company's inventory, and the sales management system is a set of elements that are interconnected and serve to optimize management. The elements that make up the sales management system are subjects, objects, methods and functions, with the help of which the company increases the efficiency of sales activities.

In most cases, selling is defined as a set of activities related to bringing the finished product to the consumer, that is, from a marketing or logistics position.

In our opinion, the most appropriate definition of sales for our research is the definition based on the works of N.V. Demina, T.A. Gaydaenko, A.D. Lyapunov, because it most clearly reflects all aspects of the enterprise's activity related to product sales, and not only the marketing component. It turns out that the sales system, in our opinion, is a set of methods and methods for organizing the inventory of finished products at each stage of its movement.

The essence of the implementation of the sales system in industrial enterprises includes various main components:

Development of Sales Strategy: Industrial enterprises must define sales objectives, target markets, pricing strategies, and competitive positioning to effectively manage their sales efforts.

Sales Process Optimization: Sales process streamlining involves identifying and eliminating inefficiencies, automating repetitive tasks, and standardizing procedures to improve efficiency and effectiveness.

Customer Relationship Management (CRM): Implementing a CRM system allows industries to track customer interactions, manage leads and opportunities,

and personalize communication to build strong customer relationships.

Training and Development of the Sales Team: Providing ongoing training and development opportunities for the sales team is essential to equip them with the skills and knowledge necessary to succeed in selling industry products or services.

Performance monitoring and analysis: Regular monitoring of key performance indicators (KPI) such as sales conversion rates, average deal size, and customer acquisition costs helps industries evaluate sales system performance and make data-driven decisions for improvement helps to do.

When implementing a sales system in industrial enterprises, several directions should be taken into account:

Technology Integration: Using technology solutions such as CRM software, sales automation tools, analytics platforms, and e-commerce systems can improve the effectiveness and efficiency of the sales process.

Cross-functional collaboration: Encouraging collaboration between sales teams, marketing departments, product development departments, and customer service departments helps align different functions within the organization to deliver a seamless customer experience.

Customer-centric approach: By understanding customers' needs, preferences and pain points, putting them at the center of sales strategy enables businesses to tailor their offerings accordingly and build long-term relationships with customers.

Continuous Improvement: Adopting a culture of continuous improvement by soliciting customer and employee feedback, analyzing performance metrics, and adapting strategies based on market dynamics ensures that the sales system adapts to the changing business environment.

By focusing on these areas of sales implementation in industrial enterprises, organizations can stimulate growth, increase competitiveness and achieve sustainable success in today's dynamic market.

We propose to consider the sales system as a process that begins with the time of completion of production and receipt of the finished product in the warehouse and ends with the shipment of the goods to the consumer. It includes not only the physical movement of goods from places of production to places of consumption, but also operations related to their storage, sorting and preparation for sale.

Sales forecasting is done by studying demand, market conditions and evaluating its conditions. Market research includes an assessment of the totality of



conditions and factors that currently determine the market situation. The situation is assessed at the macro level, industry level and product market level (usually regional). The main areas of assessment are: the state of supply and demand, as well as the factors affecting their state and dynamics.

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Sales forecasts are made for different periods: long-term, medium-term, short-term. Depending on the characteristics of the network, the nature of the products, the diversity of the assortment and the sales regions, different enterprises require certain types of forecasts. But in any case, market research plays a key role in making sales forecasts.

Despite the fact that sales is the final process in the enterprise, it is one of the most important processes that shows the effectiveness of all the work done. According to the results of the sales activity, the entire activity of the enterprise can be evaluated as a whole, because it ends with income from the sale of products - this is one of the main indicators of efficiency calculation. In addition, with a well-organized and continuous operation of the sales process, the consumer gets what he wants and when he wants, that is, he is satisfied and chooses to buy the products of this company again.

CONCLUSION. In conclusion, in this thesis we have considered the definition and essence of sales concepts, sales systems and the sales process. Given the complexity and importance of this process, we understand the need for competent management and careful monitoring of its operation.

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