

Opinion: Setting Sale

When creating on our new website* we looked very carefully at how we present what we do. Service Innovation Group's competencies are split into Sales and Retail. My focus here is on Sales, and what we mean by it.

Selling is understood in many different ways across agencies across Europe. For instance, in our definition merchandising is not sales, but a support element of selling the sales process. Merchandising can be achieved by low skilled workers on low a skill adequate pay. Selling requires a much more sophisticated and trained human resource.

Two important examples of what we would define as selling are:

1. Selling brands into independent stores or store groups
2. Direct selling to consumers

The first of these is less prevalent in Germany and France than it is in the UK because there are less independent stores, but it is still an important part of our service. In Germany we sell into stores store groups such as Edeka, and Rewe Media Markt and we do this for brands in non-food, technology and FMCG.

In the second of these, selling to consumers, our focus is not demonstrating products in stores, but selling away from retail – selling as an alternative to traditional retail. In a sense we are behaving as mobile retailers.

Targeted selling - moving to where consumers are at the moment when they are happy prepared to spend – is an area where a new innovation that we have developed is winning client confidence and creating new business relationships. In recent years, some sales teams moved from outsourcing to in house teams. Now they are outsourcing again, because we have developed a system



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that ensures responsible selling is efficient, effective and just as importantly, operating within the rules.

Operating within the rules is a vital part of this business. Brands do not want to encounter fines – something which utilities and telecoms service

providers have encountered in the past. We have addressed these issues and the appetite for this type of service remains strong.

In telecoms, for instance, grocery retailers from Carrefour to Tesco are more and more promoting their own-brand services in-store. The competition needs to go out and find new contracts with consumers.

Mobile selling – door to door or from venues – requires skilled sales forces, clever planning and responsibility. Through innovation in this area we are now able to give clients results along with reassurance of responsibility, using commission-based teams. It is a very compelling proposal.

*www.serviceinnovation.com

SERVICE INNOVATION GROUP delivers process optimising solutions for sales and retail and is offering its services in all European core markets. At present more than 150 brands European wide are using SERVICE INNOVATION GROUP as their service partner.

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