

INDISCRIMINATE SALES

Are MUCH MORE EXPENSIVE Than Shopkeepers Realize







Indiscriminate sales are like throwing darts without a customer-centric focus that fully customizes inventories and services to meet or exceed customer expectations.

B2B & B2C REALITY




Indiscriminate Sales at Bricks and Mortar, Online-Only Businesses, and Blended Operations are Traceable to Irrational, Exhuberant, Price, Need, and Want-Driven Desire for Products and Services often **WITHOUT** Loyalty or a Sustainable Relationship.

CONTRIBUTING FACTORS TO AIMLESS SALES

-  **COMPANY-CENTRIC** Relationships with Customers Produce Inefficient, Unpredictable, and Unreliable Revenue
-  Customers Commonly Shop For Purposeful Functionality **WITHOUT** Considering Long-Term Value
-  Businesses Often Procure and Present Unfocused Inventories and Services **WITHOUT** Satisfying what Customers Seek and Expect
-  Unfocused Inventories and Services Amount to a diminished compromise that **RETARDS REVENUE** and **INVITES COMPETITION** for Improvements in Selection, Availability, Value, and Durability

REVENUE GENERATION GOALS




CUSTOMER-CENTRIC Buying-Habit-Based Relationships with Targeted, Intelligence-Driven, and **FULLY-CUSTOMIZED INVENTORIES** are **MORE LIKELY** to **TURN** with Greater Efficiency and Revenue

-  Businesses that possess **HIGH-VALUE B2B and B2C** Relationships **DEMONSTRATE** Superior Quality, Selection, and Availability by Matching and Prioritizing **CUSTOMER** Expectations with Fully-Customized Inventories and Services
-  Businesses and their Associates that Understand Customers **BETTER** than **THEMSELVES** and the Competition Produces Sustainable and Valuable Rewards
-  Reputational and Trust Relationships with Customers **ARE CRITICAL** to Consistent, Predictable, and Reliable Revenue

SALES ANALYSIS, TRAINING, & TRANSFORMATION

by DOUGLAS USA LLC | Columbus, Mississippi USA

PRACTICAL B2B and B2C Sales Analysis and Recommendations that **GENERATE** Brand Recognition, Greater Remembrance of Products and Services, and **PREDICTABLE** Relationship-Based Purchases of Increased Size, Value, and Frequency.

-  B2B/B2C Sales Associate **ONBOARDING** and **TOP-DOWN EXECUTIVE PRIMER** Curriculums
-  **PERIODIC SALES** and **CUSTOMER** Intelligence Capture, Value Analysis, and Applicability Determination
-  Associate and Leadership Personnel **TESTING, REFRESHER COURSES, AND CERTIFICATIONS**