

## **MARKETING ASPECTS OF IMPROVING SALES ACTIVITY**

In the current economic conditions marketing focus of the company is becoming more important. Marketing is a key function in contemporary business activities. Marketing -is a set of measures that are associated with such features of the enterprises as: conducting market research; design of the product, its properties and quality; market promotion; marketing activities and its support of marketing; research feedback from buyers. Sales activity has prior place in the loop "production - consumption". "Sales Activity" of the enterprises is studied in the ukrainian scientific literature and is defined as the sales of the enterprise, organization or businesses products, goods and services that they have made in order to obtain cash earnings, providing revenues. [1, p.50].

The effectiveness of sales activities shows the total efficiency. Sales activity depends on the company sales policy, which includes the following elements as a buyer, articles marketing, marketing channels and activities for the support of sales. The main objective of marketing policy is to increase the profits of the enterprise. Some companies substitute marketing activities by sales activities. Sales policy, however, must be part of the general policy of marketing in business.

In terms of marketing, you must perform the following steps of formation of a marketing policy.

1. Identify the objectives of sales. Depending on the goals of the system on a particular market marketing objectives include: size of sales, income or profit, time period for sales, usage of resources, the degree of market coverage, the degree of control over the movement of goods and other.

2. Definition of sales strategies. First is the decision on the selection principle of building indirect channels - using the "push" or "retraction". Next are defined the alternative configurations of distribution channels (channel types and their structure).

3. Selection of agents and members of a sales system. For this purpose, a list of specific requirements, arising from the general concept of marketing is established. Then based on the analysis filtering and selection of the most productive members of a marketing system is carried out.

4. Finding ways to implement a successful cooperation among the participants of each channel of distribution. Members of distribution channels shall cooperate, its efficiency is provided.

5. Development of technology for the control of sales activities for each of the distribution channels, separate reseller and as a whole system. Building control systems must provide feedback and improve the overall effectiveness of marketing activities.

General areas of improving the efficiency of sales activities are next [2, p.95]:

- formation of an effective marketing strategy.
- implement resource providing for marketing strategy.

- identifying the target consumer group and its potential.
- develop the most efficient channel of promotion in terms of costs for target group of consumers.
- analysis of the pricing policy of the company on a particular product in a particular market.
- determination of their sales in a particular market based on a particular distribution channel.
- formation of individual sales plan for each outlet and each employee.
- establishing a system of employee motivation in sales departments.
- analysis of the performance of the sales departments.

Thus, the implementation stages of formation of marketing policy, common ways to increase the effectiveness of marketing activities, refocusing on providing marketing support for sales activity should be its top priority.

In conclusion, we note that the sales policy of the company plays a crucial role in the system of its overall effectiveness and sales promotion is one of the most important functions of strategic marketing management.

Usage of a variety of ways and conducting marketing activities of various kinds are these tools that provide effective sales policy. The priority of business shall be the introduction of innovative methods and the search for alternative options when forming a sales policy of the company. And it is an alternative and flexible marketing policy that gives the company a way to maneuver when external environment is changing.

References:

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## **MACRO AND MICRO ENVIRONMENT IN DIFFERENT FACTORS**

Today our life is very connected with macro and microarray environment. Therefore, it is very important to know what factors are used.

Differing Factors

Macro-environments typically encompass factors that a business cannot control.