

If the customer does not keep the service, you do not have used goods on your hands to dispose of. Disadvantages of Selling a Service You can find it difficult to describe your service to prospects.

Selling Goods and Services Selling Goods and Services If you run a company which sells goods and services, then there are a number of legal considerations that you need to be aware of. Implied rights of customers It is important to know the implied rights that customers have when purchasing goods or services from you. These are rights that consumers are automatically entitled to by law and do not have to be agreed upon. The Sale of Goods Act The Sale of Goods Act places an obligation on those selling products to ensure that they are fit for purpose, of satisfactory quality and as described. This means that customers must be able to use items for the purpose that they commonly expected to be used for as well as for any particular purpose that they made known to you at the time of sale. The item must also be of a standard that a reasonable person would expect, which generally means the item is free from defects or faults and of a reasonable appearance. An item must also correspond with any description applied to them, be it in an advert, a sign or verbally. The customer has the right to reject the goods and demand a refund if they do not fulfil any of these criteria, providing they have not accepted them. Acceptance could mean the customer has: Does the customer need to prove an item is faulty? If a fault arises with a product within six months of its purchase, and it is not a result of wear and tear, then the customer does not need to prove it was faulty at the time of purchase. The seller must either repair or replace the faulty goods. Even if a fault appears after six months, you may still be obliged to repair or replace but the customer needs to be able to prove that the item has an inherent fault and this was the cause of the problem. The Supply of Goods and Services Act This is an important piece of legislation for service providers to be aware of as it applies to contracts which are for services only, as well as contracts for services and the materials provided. The aim of the Act is to protect consumers from poor workmanship or the poor provision of services. The Act decrees that any service must be: Distance Selling Regulations Any business partaking in distance selling, i. If a customer does this then you must refund them, in full, within 14 days of you receiving the items back. There are specific documentary requirements that need to be complied with under these regulations, more information on which can be found on our Business Regulations and Legislation page. Online sellers also need to be aware of the Consumer Contracts Regulations, which are covered on our Starting an Online Business page. Product liability If you run a business which supplies products, you must ensure that they are safe for customers to use. Suppliers and distributors as well as manufacturers have responsibility in this regard and could be held liable if any harm is caused. The government advises that the following steps should be taken to ensure your customers are not placed in danger by your products: The Consumer Protection Act This legislation gives further protection to the public against faulty goods. If you sell a product which is not as safe, as the average person would expect, it is defective under the Act. If you have sold or produced such defective goods, you are strictly liable for any damage or loss caused to anyone who used it. It is a criminal offence for a manufacturer to supply unsafe products. Unfair terms in sale of goods contracts You need to make sure when selling goods and services to consumers that the terms of any contracts of sale you use are fair, otherwise they may not be enforceable. You must also make sure terms are communicated in plain language so that they do not mislead the customer.

Chapter 2 : Sales - Wikipedia

Selling Goods and Services. If you run a company which sells goods and services, then there are a number of legal considerations that you need to be aware of.

Intangible Products Your first business decision should determine whether you want to sell products or services. That decision dictates the kind of personnel, premises and marketing you need. Each type of offering requires different approaches and skills, and each one has different problems that you must overcome. Take your time in making your choice. Your personality and talents may then work better for either a product or a service business. If you sell products, you sell identical versions to numerous customers. You may offer advanced or improved versions of products, but even those remain very similar to each other. Your prospects can evaluate features before they buy, and if you do not sell to one prospect, you can try to sell the same item to another prospect. When you sell a product, you can focus more on selling than on customizing the product.

Disadvantages of Selling a Product You must store inventory when you sell products. Whether you manufacture goods or purchase them for resale, you must constantly estimate how much you need on hand to meet demand. That means you spend money on products before you make any income from them. You have warehousing and personnel costs for inventory, along with losses due to damage and theft. You must constantly tweak sales projections so that you know how much inventory to order.

Advantages of Selling a Service When you sell a service, you sell an intangible. You do not have to limit your pitch to pre-existing features, because you can adjust the features of a service to meet the needs of each client or customer. If the customer does not keep the service, you do not have used goods on your hands to dispose of.

Disadvantages of Selling a Service You can find it difficult to describe your service to prospects. In fact, people you pitch to may not be able to visualize what you do. You can counter this somewhat by focusing on how your service benefits customers, but even then you may have to repeatedly articulate why your service has value.

Chapter 3 : Sell Your Professional Services on Amazon

Business is the activity of making one's living or making money by producing or buying and selling goods or services. Simply put, it is any activity or enterprise entered into for profit.

A marketing department in an organization has the goals of increasing the desirability and value to the customer and increasing the number and engagement of interactions between potential customers and the organization. Achieving this goal may involve the sales team using promotional techniques such as advertising , sales promotion , publicity , and public relations , creating new sales channels , or creating new products new product development , among other things. Social values also play a major role in consumer decision processes. Marketing is the whole of the work on persuasion made for the whole of the target people. Sales are the persuasion and effort that from one person to one person B2C , one person makes to the corporation B2B in the face or in the phone or in the digital environment, to make a living resource enter the company. The field of sales process engineering views "sales" as the output of a larger system, not just as the output of one department. The larger system includes many functional areas within an organization. From this perspective, "sales" and "marketing" among others, such as " customer service " label for a number of processes whose inputs and outputs supply one another to varying degrees. In this context, improving an "output" such as sales involves studying and improving the broader sales process, as in any system, since the component functional areas interact and are interdependent. For example, an "inbound" focused campaign seeks to drive more customers "through the door", giving the sales department a better chance of selling their product to the consumer. A good marketing program would address any potential downsides as well. The sales department would aim to improve the interaction between the customer and the sales facility or mechanism example, website or salesperson. As Sales is the forefront of any organization, this would always need to take place before any other business process may begin. Sales management would break down the selling process and then increase the effectiveness of the discrete processes as well as the interaction between processes. For example, in many out-bound sales environments, the typical process includes outbound calling, the sales pitch, handling objections, opportunity identification, and the close. Each step of the process has sales-related issues, skills, and training needs, as well as marketing solutions to improve each discrete step, as well as the whole process. In many cases becoming a salesperson is a default career as not many people aspire to be a salesman but rather fall into the job due to circumstances. It can be highly rewarding as you receive remuneration in the form of a salary and also commission. One further common complication of marketing involves the inability to measure results for a lot of marketing initiatives. Many companies find it challenging to get marketing and sales on the same page. Building a good relationship between the two that encourages communication can be the key to success – even in a down economy. Industrial marketing[edit] The idea that marketing can potentially eliminate the need for salespeople depends entirely on context. For example, this may be possible in some B2C situations; however, for many B2B transactions for example, those involving industrial organizations this is mostly impossible. However, the purchase of large mining equipment worth millions of dollars will require a salesperson to manage the sales process – particularly in the face of competitors. Sales and marketing alignment and integration[edit] Another area of discussion involves the need for alignment and integration of corporate sales and marketing functions. According to a report from the Chief Marketing Officer CMO Council, only 40 percent of companies have formal programs, systems or processes in place to align and integrate the two critical functions. Traditionally, these two functions, as referenced above, have operated separately, left in siloed areas of tactical responsibility. Petersen goes on to highlight that salespeople spend approximately 40 percent of their time preparing customer-facing deliverables while leveraging less than 50 percent of the materials created by marketing, adding to perceptions that marketing is out of touch with the customer and that sales is resistant to messaging and strategy.

Chapter 4 : www.nxgvision.com - Selling US Products and Services in the EU

If you're selling correctly, there is no difference between selling a product and selling a service. In the case that there is, it means your not selling, you're pitching a product and it's time to start over, read this.

The shift achieved steady revenue, higher profit and tighter bonds with customers. The trend goes beyond computer industry. Many manufacturing companies are offering complete solutions to business problems which are combinations of products and services and coming with innovating way to charge for them. GE and Rolls Royce are world leaders in manufacturing aircraft engines. They now make most of the profits from services, not the product. The engine itself, increasingly, is just a way of acquiring customers to receive these services. Xerox went through a similar transition when it moved from selling printers to providing printing services. With proliferation of car sharing services like ZIP Car, Car2Go and alternative cab services like Uber and Lyft we witness beginning of transformation from car ownership to mobility as a service. Instead, they are looking for a convenient way to get from point A to point B. It may be a public transport one day, bike ride during summer, and car sharing for trips to IKEA. Self-driving cars , which are just around the corner now, will complete this process. Smart products represent another trend that contributes to increase in services. Their smartness comes from a connection to a cloud service that is analyzing and making sense from data collected by IoT devices. If you are a producer of a regular thermostat you sell a product. On the other hand, a manufacturer of a smart thermostat sells a physical product bundled with a service subscription. It is easier and faster to add value by updating services than replacing physical products. Having a service as a part of your offering opens more business opportunities and ways to please customers. For example, Tesla has recently implemented a software upgrade that increased top speed of its 85D and P85D Model S electric cars. As a business is moving towards adding services to its offering, it will need to adjust its business model, processes, and tools that support them. Sales, services, and consumption need to be blended into a coherent user experience. Business should also be ready to deal with defining and managing complex combinations of products and services, both digital and physical, supporting recurring and consumption based pricing, and helping customers to select a combination that fits their needs. Switching from selling products to providing services opens exciting business opportunities and companies need to prepare themselves for taking advantage of them.

Chapter 5 : Selling a Product Vs. Selling a Service | Your Business

Sales are activities related to selling or the number of goods or services sold in a given time period. The seller or the provider of the goods or services complete a sale in response to an acquisition, appropriation, [1] requisition or a direct interaction with the buyer at the point of sale.

Other Worldwide Markets Selling U. Goods and Services in the EU If a report below does not have a direct link, it means it is somewhat older and we ask that you request it by sending an email to office. Please keep in mind that you may be asked to register on the Commercial Service website to download reports with links. E-commerce with the EU This report will address the range of regulatory issues that should be taken into account by U. It consists of a series of paragraphs addressing various aspects of EU law that affects e-commerce. Of necessity, this report is a high-level summary. In all cases, links are provided to Web addresses that provide more complete information. The summary below is intended as an aid only. E-commerce is one of the most lightly regulated areas of the EU economy. The legal framework is relatively consistent across the EU; as a result, it should be a major motor of transatlantic trade. VAT impact on U. VAT is a consumption tax that is charged on most goods and services sold in the EU. Member States, at their discretion, may apply reduced rates for specific goods and services, or even temporary derogations. This report focuses on the basic set of principles that will help U. Understanding EU Customs Member States of the European Union operate one common customs union with a common tariff system for third country operators. Trade between member states is free of tariffs. UCC entered into force in October and its main provisions apply from May 1, In addition to the main Regulation, there are two other policies: It intends to ensure the existence of uniform conditions for the implementation of the UCC and a harmonized application of procedures by all Member States. These three legislations replace the previous Regulation called Modernized Community Customs Code MCCC which was in place from and signal a complete a shift to fully electronic customs procedures. This overview is meant to provide the reader with a general introduction to the multitude of marking, labeling and packing requirements or marketing tools to be found in the EU. Professional Services The recognition of skills and qualifications acquired by EU citizens in EU Member States, including the corresponding recognition procedures and charges are, in correspondence with article of the TFEU, the responsibility of Member States. Similarly, recognition of skills and qualification earned in third countries is also a national responsibility. However, the European Commission takes initiative to facilitate recognition procedures.

Chapter 6 : How To Sell A Service Instead Of A Product by Tom Egelhoff - Small Town Marketing

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I would like to correct this bit of misinformation. The worlds oldest profession is, in fact, selling. Even the "ladies of the evening" made a deal before any goods or services were dispensed. Nothing happens in business, or anywhere else in life for that matter, until someone sells something. The two types of products most often sold are tangible and intangible. Tangible products are products that we can touch, taste or see. We are here to talk about the latter group What Is An Intangible Product? The most common service professions are insurance and cleaning services. Life, health, homeowners, and auto insurance require payment for something you hope will never happen. The only tangible item you can hold in your hand is the policy itself. This is a piece of paper that represents the unseen service. In the case of the cleaning service -- there is rarely any paper that represents the service provided by the cleaning service. However, after the cleaning service has been completed there is no tangible product left behind. People buy based on emotion not by logic. What actually happens is.. Now, accepting that principle how does a customer make a buying decision when selecting a service? Before you can sell or present your service to a customer you must have an understanding of the selling process. You need to understand the process of why customers buy the things they do. But there is an even more important aspect of the selling process. But they must also convince the customer that they can perform the service to the customers satisfaction better than other similar services. Suppose you have a lawn care business. If I have an average lawn that I take minimal care of I may only be interested in the lowest cost for cutting the grass. I might hire a high school kid to do it. I also might be willing to pay a little more for an actual business to do the work. But by the same token my expectations are going to be much higher. Here is where many good service companies drop the ball. Because they are unprepared to justify a higher cost for better service, they often end up giving away services that they have every right to charge for just to meet the competition. Your service has a certain value in the minds of potential customers. If I mention CD player a price usually pops into your mind. If your price is higher than the competition then you need to be able to show the customer that the additional money is justified. If you are charging for services that are not seen as a benefit by the customer then drop those services from your bid or explain to the customer the benefits of the extra service. The customer may not have realized they need the extra services. The existing customer knows your systems and has a first hand knowledge of the quality of your work. The new customer, on the other hand, must be marketed to, advertised to and eventually sold. But first the customer must call or contact you. How does that happen? Why should I call you instead of or in addition to your competition? How do I know you are reputable? One of the simplest ways is A referral from a satisfied customer is the most powerful advertising you can get. It will, in many cases, eliminate the need to sell the company to the customer. You can go straight to the services you offer. For example, the customer base is smaller hence the numbers you need to reach is smaller. In addition, advertising costs in small towns are usually must less than they are in larger cites. And last, but certainly not least, you can make an immediate presence in a small town. Get involved in the community. Join the chamber or commerce. Kiwanis, Lions, or Rotary Attend the church of your choice regularly. Become comfortable talking to and meeting people. If this is hard for you start by saying Hello to one stranger every day. When you are comfortable with that then say Hello and comment on the weather. As your confidence builds add to the conversation. Always carry business cards with you. Put a business card in all local bills you pay. They should be in your car, wallet or purse, office and home. You should never be further than walking distance from a business card. Speaking of walking distance We like to support our neighbors. Go door to door, introduce yourself and give out your business card. The most important thing to remember is that customers want to deal with a reputable business. Project the image of success. In Montana we are open shirt collars and blue jeans. Nothing wrong with that but we wear clean jeans and pressed shirts. Before you leave home each morning, look in the mirror and ask, "Would I do business

with this person?? Have a business question for Tom? Stay up to date on business issues. This article may be reproduced for your non-profit group or organization provided it is not altered in any way and the following is attached: He is also a seminar and workshop presenter and trainer. Click here for information, topics and pricing.

Chapter 7 : Commerce trends: Moving from things you sell to services you provide

*Selling Service With the Goods: An Analysis and Synthesis on the Planning, Designing, Construction and Installation of Window Displays (Classic Reprint) [W. O. Woodward] on www.nxgvision.com *FREE* shipping on qualifying offers.*

Chapter 8 : Selling Goods and Services

POLICY STATEMENT. Units may engage in direct sales of goods and services to individuals, groups or external entities when the production of those goods or services is consistent with the normal activities of the unit and substantially supports the teaching, research or outreach mission of the University.

Chapter 9 : Goods and services - Wikipedia

The Last Word On Selling Your Service As we have seen, selling a service has some challenges to overcome. The most important thing to remember is that customers want to deal with a reputable business.