



Chapter – 10

DEVELOPMENT OF SALES SKILLS BY INTERACTING CUSTOMERS ON SOCIAL MEDIA

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INTRODUCTION

Innovated in 2021 with the thing of making knowledge participation easy, Mozo Hunt has since grown into a top destination for professional content.

With over a million uploads in all Indian universities & content categories, it is today one of the most trusted and visited websites in India.

I worked at Mozo Hunt company for 2 months as an intern and I learned a lot of things in this internship which I will share in this article.

PURPOSE AND LEARNING

My purpose to do this internship is to learn more about management in real-life situations in an organizational context. The internship aims at guiding me on how to deal with different customers in the management sector of a company. This is because customers ought to be handled differently based on their personalities and their needs. One of the main requirements of a successful manager is to ensure that one makes decisions wisely to help attract many customers to the organization and to create a competitive advantage for the company. One of the most important aspects I learned during the internship is that each employee or intern represents the company, and this means that one should treat the customers well to enhance customer satisfaction. The last thing I learned in this internship is that if we have to succeed in sales then we have to listen to 9 noes to get 1 yes that means to get one customer we have to get rejections from many customers.

MY PROJECT

I have been given the task of sales of subscriptions of the company minimum of Rs 3000 under the guidance of my manager

Mr. Gaurav Singh. Firstly, I read all the details of these subscriptions from the company website and some important details from my manager. After that, I talk to my knowns and tried to convince them, but they did not want to take these subscriptions, so I use social media to contact new people and I make new 2 customers for the company.

CHALLENGES FACED IN THE PROJECT

- The first challenge I faced was that I was not able to understand the needs of the customer.
- Not able to give full knowledge about the subscriptions to the customer.
- Have fewer customers which are not interested in the company subscriptions.
- Some customers don't have an online payment method to do payment for the subscription.
- Get tensed after getting continuous rejections from the customer.

CONCLUSION

In conclusion, this internship has been a veritably useful experience for me. I can safely say that my understanding of the job terrain has increased greatly. Still, I do suppose that there are some aspects of the job that I could have done better and that I need to work on. I need to make further confidence in applying account principles.

I realized that I could have completed the work much before I did. The two main effects that I learned after my experience in this establishment are the significance of time operation and being self-motivated.