



Daffodil
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An Analysis of the Sales Process of Triangle Services Limited

Submitted to
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Letter of Transmittal

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Prof. Dr. Syed Mizanur Rahman

Associate Dean

Department of Business Administration

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Subject: Submission of Internship Report on An Analysis of the Sales Process of Triangle Services Limited.

Respected Sir,

It is an honor for me to be writing my Internship Report on an analysis of the sales process of Triangle Services Limited. I also appreciate you letting me write about this topic for my report. Because I finished my training at Triangle Services Limited, a reputable company, I'm enjoying a pleasant and upscale time. I have given my internship my all, focus, and intention in order to turn in a good internship report under your supervision. I appreciate your useful advice, opinions, and guidelines.

I have made every effort to create this report. However, I'd be happy to hear about any mistakes and address any concerns or recommendations you may have about the report.

Yours Faithfully



Signature:

Khandoker Nazmus Sakib Akash

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Approval Certificate

This certifies that Khandoker Nazmus Sakib Akash, ID 242-14-005, is enrolled regularly in Daffodil International University's Department of Business Administration, Faculty of Business and Entrepreneurship. Under my close supervision, he produced this study and finished his internship report on Triangle Services Limited's sales process. This research report, in my opinion, completely fulfils the MBA program's partial requirement.

I wish him every success in life.



Signature:

Prof. Dr. Syed Mizanur Rahman

Associate Dean

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Declaration

I, Khandoker Nazmus Sakib Akash, a student of Daffodil International University, hereby declare that the internship report titled “An Analysis of the Sales Process of Triangle Services Limited” is an original work prepared by me.

This report has been prepared as a partial requirement for the completion of my Master’s degree program. All information and data presented in this report have been collected through my internship experience in the Sales and Marketing Department of Triangle Services Limited during my 9-month internship period.

I confirm that this report has not been submitted to any other university, institution, or organization for any academic or professional purpose.



Signature:

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Acknowledgment

First and foremost, I thank Almighty God for providing me with the strength and patience to complete my internship report successfully. I also thank my family who always support me. My sincere gratitude goes to my academic supervisor, Prof. Dr. Syed Mizanur Rahman, for their continuous support and guidance throughout this internship.

I want to convey my deepest gratitude to Triangle Services Limited for the chance to serve as an intern in their sales department. I'd also like to thank my organizational supervisor, Nufassur Rahman, and the entire sales team at Triangle Services Limited for sharing their knowledge and making my internship a fantastic learning opportunity.

Executive Summary

Triangle Services Limited's sales process is thoroughly examined in this internship report, with an emphasis on how the seven-step sales model- prospecting, preparation, approach, presentation, addressing objections, closure, and follow-up is being applied. The study looks into how the business uses sales tools, maintains service quality, manages client relationships, and responds to consumer concerns.

A balanced knowledge of the business's operations was made possible by the research's foundation in both primary and secondary data sources. Directly seeing the sales team's everyday operations and having casual conversations with supervisors and sales executives allowed for the acquisition of first-hand knowledge. Secondary data was gathered from sales reports, brochures, official corporate documents, and relevant literature on contemporary sales techniques. When taken as a whole, these resources provide a comprehensive understanding of how the sales process works in real life and how it fits into theoretical frameworks.

The findings indicate that Triangle Services Limited has a well-structured sales process supported by skilled and informed staff members. However, there is limited use of advanced digital technology and digital marketing strategies. There are still difficulties in handling complex customer problems, making sure that follow-up is ongoing, and maintaining high standards of professionalism and care.

The study's conclusions show that Triangle Services Limited has created a methodical and well-organized sales process backed by knowledgeable and experienced employees. The staff members have a great capacity to establish credibility with clients, craft compelling ideas, and communicate professionally. The well-known seven-step model, which guarantees that clients are contacted methodically, objections are handled with care, and follow-up is maintained to a significant degree, is closely associated with the sales process. Nevertheless, several restrictions still exist that have an impact on overall effectiveness in spite of this systematic approach. A significant problem that has been recognized is the insufficient use of contemporary digital technology and marketing tools. Even though the business uses a cloud-based CRM system, it nevertheless uses sophisticated digital platforms and data-driven decision-making less frequently than its top competitors in the sector.

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Chapter 01

Introduction

1.1 Introduction

Academic programs must include internships because they enable students to apply their theoretical knowledge in practical business settings. By acting as a link between classroom instruction and real-world business operations, they help participants acquire real-world experience, comprehend organizational behavior, and hone their professional abilities. Through organized internship programs, Triangle Services Limited, a service-oriented organization that offers business solutions, IT assistance, and property management services, offers these kinds of chances.

This examination focuses on Triangle Services Limited's sales department, where the sales process is essential to generating income, cultivating clientele, and guaranteeing the long-term prosperity of the company. A well-planned and performed sales strategy is essential in today's cutthroat industry. It improves the company's market standing and client loyalty in addition to its financial performance. For lead generation, client interaction, negotiation, and transaction closure, the company uses a mix of traditional and digital methods.

The sales process in service-based enterprises is a methodical set of actions intended to turn prospective leads into paying customers. Lead generation, customer interaction, and conversion rates are all improved by this procedure. Lead generation, prospect qualification, proposal preparation, negotiation, closing, and after-sales support are all steps in Triangle Services Limited's multi-step sales process. Every phase is meticulously overseen to guarantee client contentment and accomplish organizational goals.

Prospecting, connecting, qualifying, presenting, addressing objections, closing, and following up are the seven steps that industry frameworks often use to define an efficient sales process. Although Triangle Services Limited's strategy is tailored to the business's service-oriented activities, it closely resembles this model. Relationship-building and consultative selling are heavily emphasized, which is in line with the current trend of customer-focused corporate tactics.

One characteristic that distinguishes competitive advantage is the growing incorporation of technology into sales operations. To maximize effectiveness, modern sales teams use technologies like data analytics, AI-based lead scoring, and CRM systems. Triangle Services Limited manages

leads, plans follow-ups, and keeps track of clients using a cloud-based CRM technology, which facilitates individualized client engagements and operational efficiency.

From lead generation to post-sales assistance, every step of Triangle Services Limited's sales process is thoroughly examined in this research. It looks at how well-functioning existing sales tactics are, how technology might streamline processes, and how well departments engaged in the sales cycle coordinate with one another. In order to improve overall performance and client happiness, the research also offers recommendations for enhancing certain process elements.

1.2 Literature Review

It is well acknowledged that the sales process is a methodical and repeatable set of actions intended to lead prospective clients from first contact to the ultimate transaction and beyond. An efficient sales process serves as a road map for sales teams, guaranteeing consistency, boosting productivity, and raising conversion rates, according to academics and industry professionals (Moncrief & Marshall, 2005). The idea has developed from straightforward transactional methods to more intricate, relationship-based tactics, particularly in service-oriented sectors where client confidence is crucial.

It is impossible to exaggerate how crucial the sales process is to the expansion of any company. Organizations may more effectively discover and target new consumers, meet their requirements, and build lasting connections with a well-defined approach. Building trust via communication, individualized solutions, and dependable after-sales care makes the process even more crucial in service-oriented firms because offers are intangible (Jobber & Lancaster, 2019). This strategy improves brand loyalty and reputation in addition to increasing client happiness.

The sales process has been described by a number of models. The seven-step approach, which consists of prospecting, initial contact, qualifying, presentation, resolving objections, closing, and follow-up, is one of the most often used frameworks (Futrell, 2014). Although these phases offer a broad framework, the majority of businesses modify them to conform to their sector, client demands, and corporate goals. Consultative selling, which focuses on comprehending the

customer's issues and providing customized solutions rather than just marketing a product or service, has been popular among firms in recent years.

The sales process has seen tremendous change with the advent of contemporary technologies. Artificial intelligence, data analytics, and customer relationship management (CRM) technologies have made lead management easier, increased forecasting precision, and enabled mass personalized involvement (Buttle & Maklan, 2019). Additionally, social media platforms have become effective tools for increasing brand recognition, interacting with potential customers, and cultivating enduring client connections. In addition to improving operational effectiveness, technology integration offers insightful data about consumer behavior, which makes it possible to develop more successful sales tactics.

Compared to product-based sectors, the sales process for service-based firms frequently entails more negotiation and customization. Before making a purchase, customers may need thorough discussions, product demos, or comprehensive proposals. The capacity of the salesman to listen, adjust, and gradually establish trust is crucial to the process's success (Kotler, Keller, Ancarani & Costa Bile, 2021). Additionally, service sales frequently place a strong emphasis on enduring connections, with after-sales assistance being equally as crucial as the original purchase.

Implementing and sustaining an efficient sales process can be difficult, despite its advantages. These might involve managing more knowledgeable clients, adjusting to quick changes in the market, and making sure sales personnel have the necessary training to meet changing needs. Furthermore, decision-making cycles might be prolonged by international rivalry and economic changes, which makes closing deals more challenging. However, research continuously shows that companies with a well-defined and regularly implemented sales process do better than those without (Ingram et al., 2019).

In conclusion, the literature emphasizes how important the sales process is to the success of an organization. Its form may differ according to the industry, but its fundamental goal is always the same: methodically guiding potential clients towards becoming devoted clients. The process is now more dynamic and responsive to shifting market situations because of technological advancements, relationship-building, and consultative techniques.

1.3 Background of the Study

In the current competitive business climate, sales activities are critical to an organization's success and growth. The sales process is a methodical series of steps a business takes to find new consumers, interact with them, and eventually turn them into devoted customers. In addition to increasing income, a well-organized sales process helps businesses retain their market position and improve customer interactions.

This is also the case with Triangle Services Limited, a business based in Bangladesh that caters to a wide spectrum of customers in a market that is changing quickly. The business has implemented a systematic sales process that is intended to accurately identify and satisfy client demands in order to stay competitive. This strategy increases client happiness, fosters enduring loyalty, and supports long-term company success.

Prospecting, preparing, approaching, presenting, overcoming objections, closing, and follow-up are some of the steps that often make up the sales process. These phases make sure that every encounter with the client offers value and fosters trust, going beyond merely closing sales. Triangle Services Limited may improve the efficiency, organization, and client focus of its sales activities by implementing these measures.

The purpose of this research is to examine the company's implementation of these procedures. It aims to draw attention to Triangle Services Limited's sales management advantages and disadvantages while offering suggestions for enhancing the company's overall sales approach. Comprehending these procedures in an actual organizational context would not only help the business but also offer interns and industry professionals invaluable hands-on training.

1.4 Objectives of the Report

Broad Objective: The internship report titled "An Analysis of the Sales Process in Triangle Services Limited" aims to carry out a thorough investigation of the business's sales procedure within the framework of the telecom industry.

Specific Objectives: The following objectives of the study are

- I. To understand the sales process of Triangle Services Limited.
- II. To analyze how leads are generated and converted into clients.
- III. To find some problems related to the sales process at Triangle Services Limited.
- IV. To provide recommendations for improving the sales process.

1.5 Scope of the study

The boundaries and areas of focus of the research on Triangle Services Limited's sales process are established by the study's scope. Examining each step of the business's sales process - prospecting, preparation, approach, presentation, handling objections, close, and follow-up is the main goal of this report. It looks at how these phases are carried out within the company and how they help reach sales goals.

Triangle Services Limited's sales and marketing division is the subject of the study, which focuses on their daily sales tactics and operations. It examines both the outward interactions with customers and the inside sales processes. Data for the study will be gathered by observation, sales staff interviews, and a review of company records and documentation.

Except in cases where their operations directly assist sales activities, this study is restricted to the sales process and does not go into great detail about other departments, like production or finance. Additionally, the study only looks at the company's primary operational regions; it excludes any regional offices or overseas operations.

This study aims to provide practical insights that can enhance Triangle Services Limited's customer satisfaction and sales efficiency by focusing on the sales process.

1.6 Methodology of the Study

The study methodology outlines the methods and procedures employed to gather, examine, and evaluate information regarding Triangle Services Limited's sales process. A mixed-methods approach was used to gain a comprehensive understanding of the company's sales activities.

1.6.1 Sources of Data

Primary Sources:

Primary data was collected through direct interaction and observation within Triangle Services Limited. The main sources included:

- Direct observation of the sales team's daily activities during the internship period.

- Informal conversations with sales executives to understand their experiences and challenges in the sales process.
- Informal discussions with sales supervisors and managers regarding strategies, targets, and client handling methods.
- Participate in client meetings, follow-up calls, and negotiation discussions to observe practical applications of sales techniques.

Secondary Sources:

Secondary data was gathered from documented and published materials to support and verify the findings. The sources included:

- Internal business records, including CRM data, client lists, and sales reports.
- Triangle Services Limited's marketing materials and documents.
- Organizational records that include sales policies, objectives, and performance data.
- Academic literature about sales tactics, strategies, and service industry marketing.
- research papers and articles regarding efficient sales procedures from journals and internet business magazines.
- company website and additional information about the firm that is accessible to the public.

1.6.2 Targeted Population

People who work directly in Triangle Services Limited's sales and marketing departments made up the study's audience. This includes:

- Sales executives who deal with lead conversion and face-to-face customer engagements.
- Sales managers are in charge of performance evaluation, goal-setting, and strategy.
- members of the marketing team who assist with sales efforts by generating leads and running campaigns.

1.6.3 Sample Size

The study used purposive sampling to guarantee that participants actively involved in Triangle Services Limited's sales operations were included.

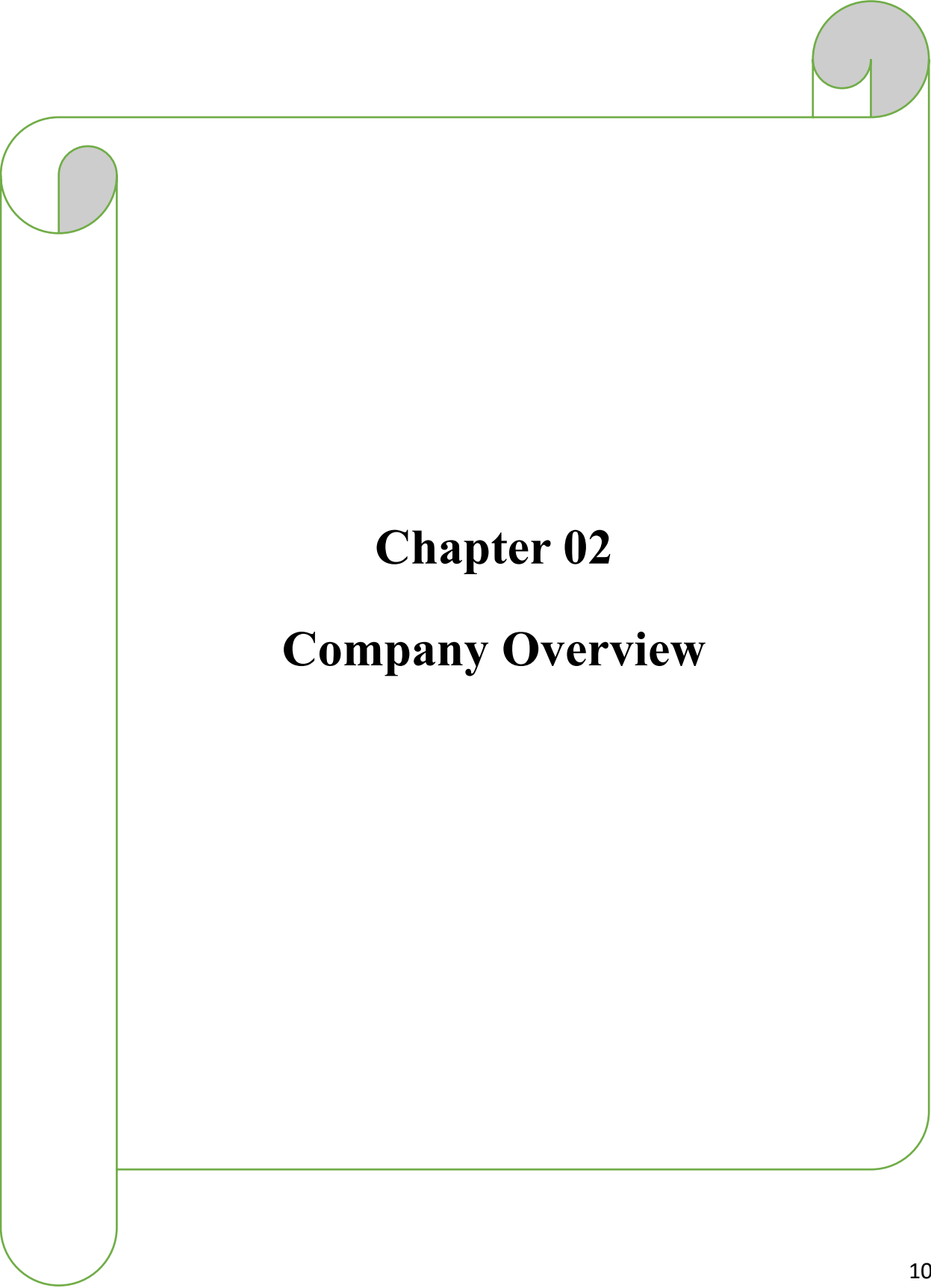
1.6.4 Sampling Method

This study used purposive sampling. This means only people who are directly involved in the sales process of Triangle Services Limited were chosen. This helped to get accurate and useful information from those who have real experience in sales activities.

1.7 Limitations of the report

During data collection and processing, this study encountered a number of limitations.

- Sales activity at other branches was excluded from the study because it was restricted to Triangle Services Limited's main office.
- Both the number of interviews and the level of observation were limited by time restrictions.
- A thorough grasp of several procedures was limited by the inaccessibility of some firm information, which was classified as confidential.
- Interviewees' prejudices may be present in the data they provide.
- The conclusions may not reflect modifications made after the internship because they are based on the data that was available at the time.



Chapter 02

Company Overview

2.1 Triangle Services Limited

Triangle Services Limited is a well-known business in Bangladesh's service sector that is committed to offering a variety of solutions to both individual and corporate customers. Since its founding, the business has concentrated on providing top-notch services that are customized to match the unique requirements of its clients.

In order to improve customer happiness and business efficiency, the organization provides a range of services, such as [list primary services if known, such as IT solutions, customer support, logistics, etc.]. Triangle Services Limited places a high priority on comprehending client needs and providing valuable, tailored solutions by adopting a customer-centric approach.

Our network presence and knowledge in telecom and IT, together with direct assistance across the board, provide our valued clients with a high level of satisfaction. Triangle provides a comprehensive variety of network solutions, including Internet, Data Connectivity, Network Management Services, Data Centre and Co-location Services, and Value-Added Services such as Internet Telephony, world-class networking, and business equipment, among others.

The goal of the organizational structure is to be flexible and customer-focused. The firm is run by an experienced management team that specializes in operations, sales, human resources, and service innovation. Below the executive level, each service area has its specialized staff, including the Sales & Marketing Department, which is responsible for gaining new clients and nurturing commercial relationships. The sales staff collaborates closely with operational departments to guarantee that all customer expectations are satisfied, from the initial inquiry to service delivery and beyond.

The company was formed with the goal of overcoming operational gaps that organizations experience while managing non-core operations. In the fast-paced business environment of today, companies usually find it difficult to continue providing auxiliary services like maintenance, customer support, IT infrastructure management, and human resource supply efficiently. Triangle Services Limited satisfies this crucial need by offering tailored service packages that let customers focus on their core business operations while guaranteeing the effective and professional execution of their supporting services.

2.2 History and Background

Triangle Services Limited was established in 1997 to provide corporate and individual clients in Bangladesh with excellent service solutions. Being a small firm at initially, the company focused on building strong customer relationships and offering reliable services. Triangle Services Limited now services a range of sectors, including the ISP industry, and its activities have expanded over the years as a result of tenacity and continuous progress.

By emphasizing client happiness, innovating, and utilizing contemporary technologies to improve service delivery, the organization has improved its reputation. The goal of Triangle Services Limited is to dominate the service industry by providing specialized solutions that cater to each individual client's demands.

Triangle Services Limited maintains a strong market position because of its well-organized organizational structure and knowledgeable team. The company's key values—teamwork, integrity, and quality—direct both its short-term and long-term strategies.

Triangle Services Limited is now regarded as a reliable service provider in Bangladesh, dedicated to upholding quality and fostering its clients' expansion.

2.3 Vision

To be a top service provider in Bangladesh, offering creative, dependable, and client-centered solutions that add value for customers over time and support the development of the country.

2.4 Mission

- To provide superior goods and services that both meet and surpass the expectations of our clients.
- To establish enduring, solid connections with clients by being dedicated, honest, and professional.
- Should embrace contemporary technology and make constant improvements to procedures to increase efficiency.

- To empower staff by providing them with education, chances for advancement, and a happy workplace.
- To conduct business ethically and responsibly while promoting social and economic advancement.

2.5 Organizational Structure

Triangle Services Limited's organizational structure is structured which help in maintaining different divisions of authority and responsibility within the organization. The managing director, who sits at the top of the organizational structure, is in charge of all operations and makes important strategic choices that affect the expansion and advancement of the business.

A number of department heads, including those in charge of sales and marketing, operations, finance, human resources, and information technology, report to the managing director. Every department head oversees a group of workers and ensures that departmental goals complement the company's overarching objectives.

A sales manager oversees all sales operations and works with the marketing team to promote services in the sales and marketing department, which is the subject of this research. Setting sales goals, keeping an eye on team performance, and advising sales executives and marketing officers are all under the purview of the sales manager.

The sales executives deal with lead generation, meetings, proposal presentations, and follow-ups while working closely with customers. By managing commercials, running promotional programs, and producing prospective leads via both conventional and digital media, the marketing officers assist the sales staff.

Effective communication, efficient workflow, and appropriate job delegation are all guaranteed by this organizational structure. Additionally, it enables the business to uphold responsibility at all levels, guaranteeing that every worker is aware of their duties and obligations in accomplishing the goals of the firm. All things considered, Triangle Services Limited's organizational structure promotes effectiveness, coordination, and a methodical approach to sales management and service delivery.

2.6 Core Values of Triangle Services Limited

Core Values

1. Customer Focus: Putting customers at the center of all choices and providing them with solutions that satisfy their requirements.
2. Integrity: Behaving truthfully, morally, and openly in all business interactions.
3. Excellence: Aiming for the best possible performance, goods, and services.
4. Innovation: To stay ahead, promote innovation and embrace new technology.
5. Teamwork: Encouraging cooperation, respect, and assistance among staff members.
6. Accountability: Taking ownership of one's choices, actions, and outcomes.
7. Sustainability: Conducting business in a way that respects both the environment and society.

2.7 The objective of Triangle Services Limited

Triangle Services Limited's primary objectives are:

1. Deliver High-Quality Services: Meet or beyond client expectations by providing high-quality goods and services.
2. Expand Market Share: Expand the company's customer base and strengthen its position in the market.
3. Guarantee Customer Satisfaction: Create long-lasting relationships by offering tailored solutions and timely support.
4. Boost Operational Efficiency: Optimise internal processes to ensure timely delivery and cost-effective operations.
5. Promote Innovation: Use fresh ideas, instruments, and methods to maintain competitiveness.
6. Create a Skilled Workforce: Provide employees with opportunities for training and professional growth.

7. Achieve Sustainable Growth: Put monetary success first while respecting ethical and ecological standards.

2.8 Product and Services:

Regular Packages:

Package Name	Mbps	Taka
BIJOYEE3	75	1299
BONIK3	100	1699
CINEBAZZ3	120	1999
UTTAL3	135	2299
DURONTO3	150	2699

Premium Packages:

Package Name	Mbps	Taka
JODDHA3	75	1599
UDDOKTA3	100	1999
MOVIERAAZ3	120	2299
TUFAAN3	135	2599
BONDHON	150	2999

SME Package

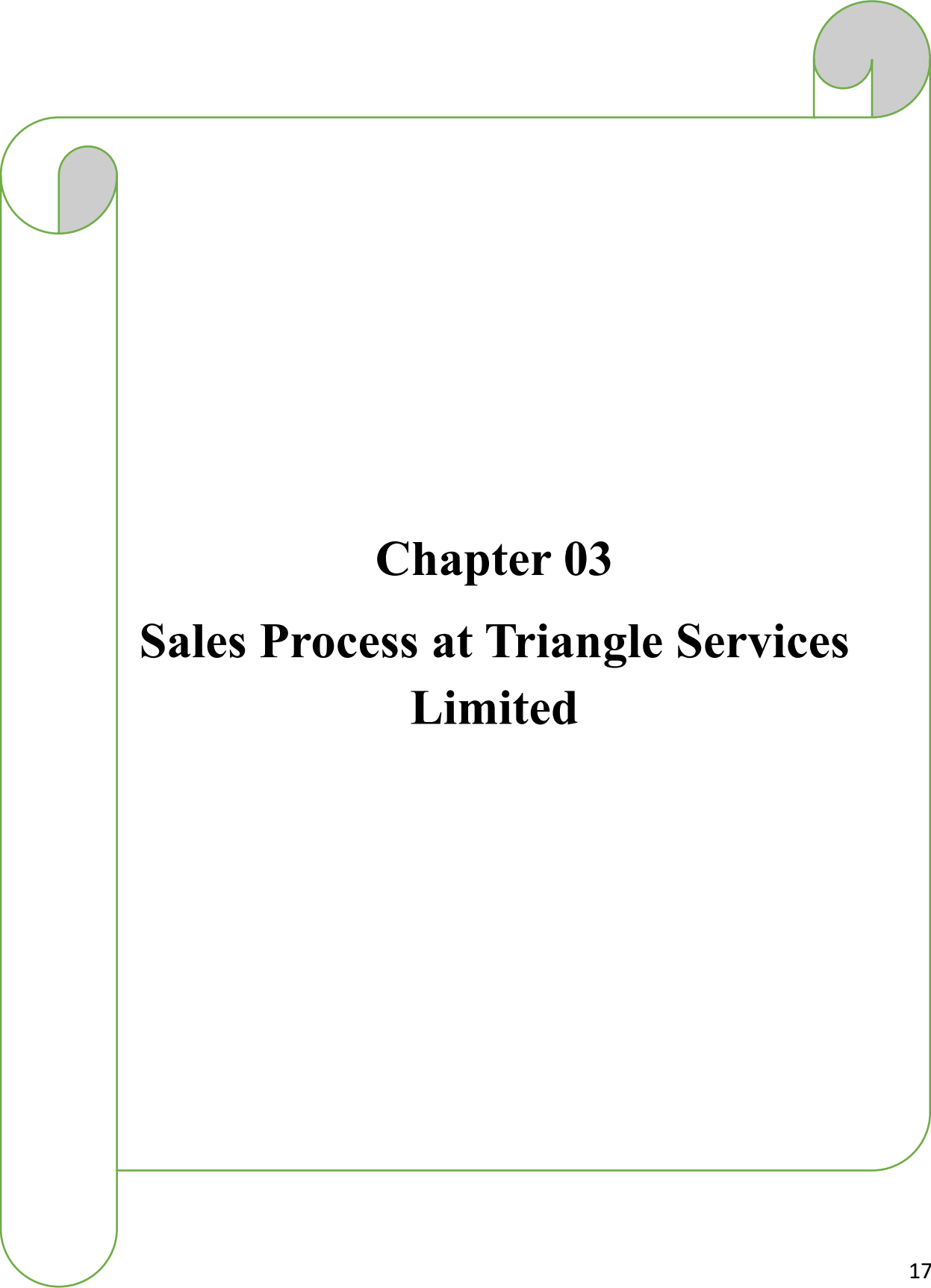
Package Name	Mbps	Taka
ESSENTIAL	100	4700
PLUS	150	6900
ULTIMATE	200	9000

SOHOZ3

Package Name	Mbps	Taka
SOHOZ3	30	1000

Ek Desh Ek Rate

Package Name	Mbps	Taka
PACKAGE-1	15	525
PACKAGE-2	25	840



Chapter 03

Sales Process at Triangle Services Limited

3.1 Sales Process at Triangle Services Limited

3.1.1 Prospecting

Prospecting is the initial phase in the sales process. At this stage, you identify potential customers and evaluate their demand for your product or service and their financial capacity. Qualifying is the process of determining whether a consumer needs your product or service and can afford it.

Remember that finding one prospect at a company is insufficient in today's sales environment: multi-threading, or interacting with several decision-makers on the purchasing side, is something you should practice because a typical purchase involves an average of 6.8 customer stakeholders. Account maps are a useful tool for locating these purchasers.

There are four steps in qualifying a lead or prospect:

- identifying the consumers who require or desire your goods or services.
- Demonstrating that the potential consumer can afford your product.
- Confirming that the potential customer is authorized to do the transaction.
- Determining accessibility.

3.1.2 Preparation

After identifying potential customers in the Prospecting stage, the Preparation step ensures you're ready to approach them with the right information and strategy. This step is all about research, planning, and customizing your approach so you can make a strong first impression.

Key Activities in the Preparation Stage

1. Research the Prospect

- Find out more about their business or personal history.
- Find out about the most recent developments, challenges, and patterns in their industry.
- If they are an existing lead, review their previous interactions.

2. Understand Their Needs

- Anticipate potential issues they may encounter.
- Discuss how your service or product may address such issues.

3. Know Your Product/Service Inside-Out

- Be prepared to give a detailed explanation of the features, advantages, and differentiators.
- Prepare case studies or actual examples.

4. Plan Your Approach

- Choose whether to reach them in person, over the phone, or by email.
- Get your value proposition or opening statements ready.
- Establish specific goals for the meeting, such as scheduling a follow-up, closing a deal, or scheduling a demo.

5. Prepare Materials

- Prepare presentations, brochures, or samples.
- Make sure your offers, proposals, and prices are current.

3.1.3 Approach

Following your preparation and investigation, the Approach stage involves reaching out to the prospect for the first time. Here, the objective is to establish a good connection, make a good initial impression, and then seamlessly transition into a discussion about your offering.

The buyer shouldn't be inundated with technical facts at this point. Rather, you want to create an opportunity for a meaningful conversation.

Types of Sales Approaches

1. Premium Approach

- You immediately provide the prospect with something valuable, such as:
- A sample of the product.
- a demo or trial that is free.
- An exclusive perspective (premium content, industry report).

- For instance: "May I share with you my premium analysis of how companies in your industry can reduce expenses by up to 20%?"

2. Question Approach

- Asking a provocative question that is directly related to the needs of the prospect is how you start the conversation.
- This engages the client and initiates a conversation about their difficulties.
- For instance, "How much would it affect your business this quarter if you could double your team's output without hiring more people?"

3. Product Approach

- You begin by immediately showcasing a crucial feature or the real product.
- Ideal for goods with a powerful visual or tactile impact.
- Example: The salesperson in a perfume store invites you to sample a high-end scent right away.

Why the Approach Step Matters

- First impressions determine whether the conversation continues or concludes soon.
- A solid opening conveys confidence, preparation, and respect for the customer's time.
- The Presentation phase is made possible by an appropriate approach that fosters trust and interest.

4 Steps of Pre-Approach

Determination of call objectives,

Understand the relationship to be established with the prospect

- Consider-
- Firm's Goals
- Sales Team's Goals

- Sales Person's Goals
- Be SMART
- S= Specific
- M=Measurable
- A= Actionable
- R= Realistic
- Time-bound

Development of customer profile

- Income
- Location
- Business size
- Purchasing preferences
- Interests

Determination of sales presentation

A sales presentation is the set of activities where a seller presents their products/services to the prospects, seeks to persuade them, and creates a desire for the

- Determination of sales presentation. Keep It Short. Keep your sales presentation short.
- Tell a Story. To establish a connection between your pitch and your audience, begin by using narrative approaches.
- Be aware of your clients' wants and requirements beforehand.
- Ask Questions and Create Conversation.
- Don't Drone a Memorized Speech

3.1.4 Sales Presentation

The Sales Presentation is where you demonstrate to the consumer how your product or service can fulfil their wants and solve their problems, following the Approach step's powerful first

impression. This step is all about tying the product to the customer's objectives and transforming features into advantages.

Key Objectives

- Highlight the value, not just the technical specifics.
- Address the unique needs identified during the Preparation step.
- Make a clear relationship between the product's capabilities and the customer's intended results.

Elements of an Effective Sales Presentation

Attention-Grabbing Opening

- Introduce yourself with a fascinating fact, story, or inquiry on the client's situation.
- For example, "Did you know that businesses that use our system cut expenses by 18% on average in the first year?"

Explain Benefits, Not Just Features

- Features: The characteristics of the product.
- Benefits: How the client benefits.
- For example:
 - The statement "This phone has a 5,000 mAh battery" is a characteristic.
 - Benefit: "You don't have to worry about charging while working all day."

Demonstration

- Present a live demonstration, video, or sample of the product in use.
- If you can, let the customer experience it firsthand.

Use Visuals and Stories

- Use statistics, illustrations, or real-life success stories to make the benefits more understandable and memorable.

Customize for the Customer

- Pay attention to the details that are most relevant to their lifestyle or business.
- Don't include details that aren't relevant to their needs.

3.1.5 Handling Objections

Handling objections in sales is something that frightens many salespeople.

Potential clients frequently have questions, reservations, or worries about even the best sales presentations. They are referred to as objections and are a typical component of the sales process. Effectively managing objections entails transforming resistance into a chance to increase trust and get closer to closing the deal.

The Reasons Behind Customer Complaints

- Concerns about cost: "It's too expensive."
- "I'm not sure it will work for us" is an example of a value doubt.
- Timing concerns: "We haven't made a decision yet."
- Preference for rivals: "We have another supplier already."
- More details are required; "I need to talk to my team about it first."

Key Objectives in Handling Objections:

- Pay Close Attention: Recognize the precise issue without interjecting.
- Acknowledge and Empathize: Express your appreciation for their viewpoint.
- Explain the Concern: Sometimes, the true problem isn't what they say. Pose follow-up queries.
- Answer with Benefits and Facts: Give them precise, pertinent facts to dispel their uncertainty.

- Verify Resolution: Make sure the customer is happy with the justification.

Techniques for Handling Objections

1. Feel–Felt–Found Method

- For example: "I know how you feel. Many of our customers initially had similar feelings, but eventually discovered that our solution saved them money."

2. Boomerang Method

- Transform the criticism into a reason to buy.
- Example: You might reply, "That's precisely why we include free training, so you can use it easily from day one," if the client complains, "It's too complicated."

3. Direct Denial

- Politely correct a mistaken assumption.
- For instance: "Actually, accidental damage is covered under our warranty."

4. Compensation Method

- Recognize a weakness while emphasizing a stronger advantage.
- For example: "Our product is slightly more expensive than the less expensive ones, but it lasts twice as long."

The Best Methods

- Remain composed and professional at all times.
- Use constructive language; for example, "Let me explain that to you" can be used in place of "No, that's incorrect."
- Provide proof to support your assertions, such as case studies, statistics, or testimonies.
- Focus the discussion on how your solution satisfies their demands.

3.1.6 Closing the Sale

All of your efforts, including prospecting, preparation, approach, presentation, and resolving objections, culminate during the closing step. The buyer should be encouraged to make a final

purchase choice at this time.

Making it simple and natural for the consumer to say "Yes" when they already recognize the value of your product or service is the key to a successful close, not pressuring them into a choice they aren't ready for.

Closing Goals

- Verify the client's interest.
- Eliminate any lingering hesitancy.
- Complete the contract and obtain a commitment.

Signs the Customer is Ready to Close

- enquiring about payment options, delivery schedules, or prices.
- Throughout the discourse, you regularly nod or agree.
- asking specific enquiries regarding the benefits or use of a product.
- contrasting their existing solution with your product.

Common Closing Techniques

Now or Never Closes

- For consumers who join up today, we are offering a 20% discount.

Summary Closes

- You are assisting prospects in visualising what they will genuinely receive from the transaction.

Sharp Angle Closes

- Sure. However, will you sign the deal today if I do it for you?

Question Closes

- Do you think the solution I'm providing will address your issue?

Assumptive Closes

- When should we begin implementation?

Take Away Closes

- If you are a parent, you have probably observed that your children will go crazy for a toy if you take it away from them.

Soft Closes

- An extra 10% off the total order will be yours if you spend an extra \$100,000.

3.1.7 Follow-Up

The Follow-Up stage occurs after the sale is completed and focuses on maintaining a positive relationship with the consumer. It guarantees client happiness, promotes recurring business, and raises the likelihood of recommendations.

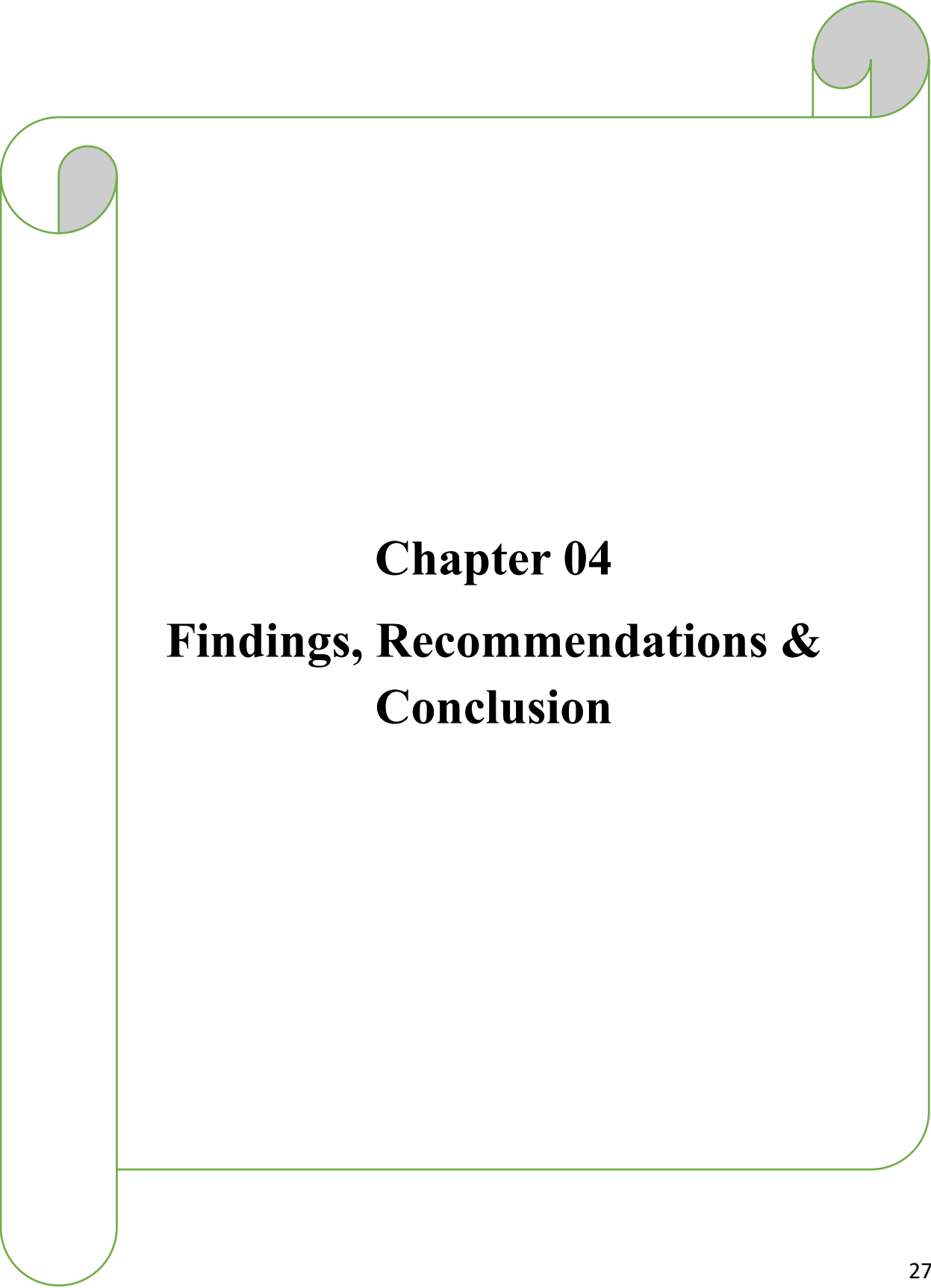
The true work of fostering loyalty often starts when the buyer pays, but a sale doesn't stop there.

Goals for the Follow-Up Stage

- Check to see if the customer is happy with their purchase.
- Fix any problems as soon as possible.
- Encourage loyalty and trust.
- Encourage future referrals and sales.

This is how you'll profit from the follow-up.

- Increase revenue because satisfied customers are more inclined to make additional purchases.
- Increase client retention since satisfied customers are more loyal.
- Create client endorsements and recommendations—If you present case studies with names and quotes, future customers will be more inclined to believe in you.
- Boost your performance—You may address service issues or enhance your products with the help of customer feedback.
- Innovate—You can obtain vital information to develop new goods or services by paying attention to the wants and needs of your clients.
- Differentiate—You stand out from the crowd by following up, something that most firms don't bother with.



Chapter 04

Findings, Recommendations & Conclusion

Findings of the Study

Here are a few of the most important findings after a review of the entire study, based on Triangle Services Limited internship experience.

1. Weak Prospecting – Sales team struggles to find and qualify the right customers.
2. Poor Preparation – Limited research on customer needs before meeting.
3. Ineffective Approach – First impression is not strong enough to gain customer trust.
4. Long and Boring Presentations – Focus too much on features, not on benefits.
5. Difficulty Handling Objections – Salespeople get nervous when customers raise doubts.
6. Closing Delays – Many deals are lost because salespeople fail to close on time.
7. Lack of Follow-Up – After selling, customers are often ignored, leading to low repeat sales.

Recommendation of the Study

Some recommendations are presented below based on the findings and study:

1. Improve Prospecting Skills – Use digital tools (CRM, social media) to find and target the right customers. It will help them to find the right customers.
2. Better Preparation – They should examine the demands of each client and adjust the sales strategy accordingly.
3. Strong Approach – Train sales staff to make confident, friendly, and engaging first impressions.
4. Customer-Centered Presentations – Focus on benefits and solutions rather than just product features.
5. Objection Handling Training – Train sales staff to handle customer objections and train them to ignore any negative emotions they may be feeling.
6. Effective Closing Techniques: To promote quicker decisions to seal the transaction, salespeople could provide discounts or special incentives.
7. Consistent Follow-Up - Maintain contact, give after-sales assistance, and cultivate long-term client connections.

Conclusion

The internship at Triangle Services Limited gave me a great chance to watch and examine how a service-oriented business uses a disciplined sales process. According to the report, the company uses the seven-step sales methodology, which guarantees a methodical approach to selling and aids in fostering solid customer connections. The sales crew is competent and professional, and they excel at generating leads, negotiating, and providing tailored solutions to satisfy customers.

But the results also point to a number of areas that require improvement. The company's capacity to compete in the quickly evolving business climate of today is hampered by its limited use of digital technologies, such as CRM systems and digital marketing. Reduced overall customer satisfaction is also a result of irregular follow-up efforts, challenges in managing intricate client complaints, and deficiencies in after-sales support. Additionally, sales employees are unable to keep current with evolving technology and modern techniques due to a lack of frequent training opportunities.

Although Triangle Services Limited's sales process is generally efficient and well-organized, there is still room for considerable improvement. The business may increase sales and customer loyalty by implementing contemporary digital technologies, standardizing follow-up processes, improving complaint-handling systems, and funding ongoing employee training. In addition to improving competitiveness and efficiency, strengthening these areas will support the long-term growth of the company.

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