

SELLING POLICIES

Each company is run slightly different, and has different policies for their business. One key type of policy is the company's selling policy. The selling policy of a company are guidelines that try to standardize the personal selling efforts of a company, while achieving consistency, routines, fairness for customers, and uniformity between sales reps.

In order to ensure selling policies are known, businesses often have selling training, and sales rep handbooks. Having a systematic process is beneficial for a few reasons. First, with a selling policy you can ensure that a business knows how their sales reps are handling customers. Secondly, if sales are low, a business understands their selling process and can alter the policies to increase sales. Thirdly, instituting a success selling policy will allow for a more loyal, satisfied workforce.

Within a business's selling policy can be a variety of details, common details include the terms and conditions, communication, returns conditions, product availability, and item descriptions. The chart below gives examples of details for selling policy details.

Terms & Conditions	Covers how payments are to be accepted, what is required to be met in order to make a sale
Communication	What details have to be told to a consumer, how product information in the future will be conducted (recall info)
Return Conditions	What consumers need to know about returns and what is acceptable (refund, or store credit) based on the conditions returned
Product Availability	What happens if product is not available, how product availability influences product ability to be sold
Item Descriptions	What product information is provided (verbal or written) to consumers, how certain products can be described

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