

POVZETEK

Raziskovalno vprašanje (RV): podjetje, ki nastopa na trgu, stremi k izboljšanju kakovosti izdelkov in storitev. Zadovoljevati mora pričakovanja in želje odjemalcev, zato je zelo pomemben prodajni proces, ki zaključuje ostale procese v podjetju. Vsaka organizacija mora imeti prodajni proces organiziran na najvišji možni ravni, zato sem se osredotočila na kakovost in organizacijsko urejenost prodaje v našem podjetju ter iskanju priložnosti za izboljšave.

Namen: v podjetju imamo in izvajamo prodajni proces, vendar bi lahko določene aktivnosti izboljšali. Zato sem skozi analizo in popis prodajnega procesa skušala odgovoriti na vprašanje, ali nam trenutno izvajanje prodajnega procesa omogoča osredotočenost na odjemalce na najvišji možni ravni.

Metoda: organizacija ima več možnosti, s katerimi lahko meri zadovoljstvo odjemalcev. Uporabila sem anketo, s katero sem ugotovila raven zadovoljstva odjemalcev. Naredila sem tudi popis prodajnega procesa in vseh aktivnosti, ki se dogajajo v procesu. Dopolnila sem ga z vsemi potrebnimi obrazci, ki so osnova za izboljšanje prodajnega procesa.

Rezultati: splošno mnenje, ki smo ga imeli pred izvedbo ankete, se je nekoliko razlikovalo od dejanskega stanja. Rezultati so nas opozorili na glavne probleme v podjetju, ki jim bomo posvetili več pozornosti in pa na prednosti, ki jih smatramo kot konkurenčno prednost. Prišli pa smo tudi do spoznanja, da bi sam koncept prodaje in odjemalcev morali vključiti v strategijo podjetja.

Organizacija: zelo pomembno je, da se v podjetju osredotočimo na odjemalce in s potrebnim merjenjem ugotovimo, kje na trgu smo in kakšne so možnosti za izboljšavo. Opredeliti in popisati moramo odgovornosti in aktivnosti v procesu prodaje, v katerem se izvajajo prodajni postopki v skladu z zahtevami odjemalcev. S tem organizacija zazna, kje so pomanjkljivosti in kje prednosti, na katere se mora osredotočiti.

Družba: pomembno za organizacijo je, da ima vzpostavljen proces prodaje, ki temelji na standardih, ISO 9001 in EFQM, ki nam omogočajo, da vzpostavimo konkreten odnos z odjemalci. Kajti dolgoročno bo uspešno tisto podjetje, ki bo gradilo svojo strategijo in poslanstvo na izboljšanju kakovosti procesov in izdelkov.

Originalnost: zastavljen cilj je v čim krajšem času dvigniti raven prodajnega procesa. S popisom prodajnega procesa in izvedbo ankete sem skušala poiskati še boljšo rešitev za izvajanje in izboljšanje aktivnosti v prodaji.

Omejitve/nadaljnje raziskovanje: prodaja in kakovost sta omejena s finančnimi kakor tudi s kadrovskimi možnostmi posameznega podjetja.

Ključne besede: organizacija, kakovost, odličnost, procesi, prodajni proces, odjemalci.

ABSTRACT

IMPROVING THE PROCESS OF SELLING WITH THE INCREASED FOCUS ON CUSTOMERS

Research question (RQ): a company that is present on the market strives for improving product and service quality. It has to fulfil expectations and desires of customers; therefore, a process of selling is very important, the process that gives a final touch to all other processes within the company. Each organisation has to have a selling process that is organised at the highest possible level; this is why I have focused on the quality and organisational arrangement of the selling in our company as well as on possibilities of improvement.

Purpose: within our company we have and we also perform a selling process, although certain activities could be improved. This is why I have tried, through analysis and evaluation of the selling process, to answer the question whether our current performance of the selling process enables us to focus on the customers at the highest possible level.

Method: the organisation has a few possibilities with which to measure a level of customers' satisfaction. I used a questionnaire which measured the level of buyers' satisfaction. I also made a list of the selling process and all the activities that happen in the process. I have also supplemented it with all required forms that are the basis for the improvement of the selling process.

Results: a general opinion that we researched on, before doing the questionnaire, slightly differentiated from the actual conditions. The results pointed to the main problems within the company on which we should pay more attention to and on the things that we consider to be our competitive advantage. We have also concluded that this concept of selling and taking into consideration customers' opinion should be included into the strategy of the company.

Organisation: it is very important that we focus on the customers and that, with proper evaluation, we estimate where we are on the market and what possibilities are there for improvement. We should classify and list responsibilities and activities in the selling process, the activities that perform selling procedures in accordance with customers' requests. With this, the organisation can notice where shortcomings are and what the advantages are which to focus on.

Society: it is important for the organisation to have the process of selling established properly, based on standards like ISO 9001 and EFQM, the standards that enable us to establish an actual relation with the customers. The company will be successful in a long-term way if it builds its strategy and mission on the improvement of quality of processes and products.

Originality: the set goal is, in as short time as possible, to raise the level of the selling process. By making the list of the process of selling and doing the questionnaire I have tried to find even better solution for performing and improving activities in the selling process.