

Internship Report

On

“Sales Management & Selling Techniques
Of
TNT Express Bangladesh”



sure we can

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Supervised By:-

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Date of Submission:

May 15, 2011

Letter of Transmittal

15th May, 2011

Mr. Mahmudul Haq
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BRAC Business School
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Subject: **Submission of the internship working report.**

Dear Sir,

With due respect, I would like to inform you that, I am **Samina Alam** bearing student ID: 07104079, a student of BRAC Business School department. My major was on Marketing and minor in Human Resource Management. It is my great pleasure to inform you that I have the opportunity to submit an internship working report on **“Sales Management & Selling Techniques of TNT Express Bangladesh”**, as a requirement for BBA program. While conducting the working report, I have gathered extensive knowledge on overall sales activities from all the relevant departments and branches of TNT Express Bangladesh.

I believe this genuine and honest analysis will help you to have a positive viewpoint upon me. I will be pleased to deliver you with added explanations or clarifications that you may feel necessary in this regard. I shall be thankful if you kindly approve this effort.

Sincerely yours

.....

Samina Alam
ID: 07104079
BRAC Business School
BRAC University

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Acknowledgement

Firstly I would like to thank almighty Allah for his grace in accomplishing my internship report timely.

I would like to express my gratitude to my academic supervisor **Mr. Mahmudul Haq**, from the core of my heart for her kind support, guidance, constructive, supervision, insstructions and advice and for motivating me to do this report.

I am also thankful to marketing and sales department of TNT Express for giving me the opportunity to conduct the internship in TNT Express Bangladesh. I would like to thank Mr. **Aftab Uz Zaman**, Head of Sales for supervising me,help me by providing various key informatiion and giving me the path to write a fruitful report.

I am also grateful to the employees of Marketing and Sales department for their cordial acceptance. **Mr. Md. Razib**, Sales coordinator was too helpful. He helped me a lot to collect the information correctly. The total **Sales Team** for extening their helpful hand to me. They have been very helpful in showingme the work process and provided relevant information for my report whenever I approached. It was a great opportunity to do internship in such an organization. The experience I have gathered will be a privilege for my future career planning.

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Executive Summary

As a student of business administration analyzing today's business world is very crucial to observe in this complex situation. It is necessary to go through all fields of knowledge, both theoretical and practical. After passing four years BBA program, I was sent out to have practical knowledge in business life as a part of my academic program. An internship program is organized to give me an opportunity for enhancing my capabilities. In this report I had tried to focus my both theoretical and practical knowledge regarding Marketing practices. My internship topic is **“Sales Management & Selling Techniques of TNT Express Bangladesh”**. I have tried to flash out about Selling Techniques of this company and how it is working in progress of the company.

In this report I have tried to highlight the selling skills and techniques of the company. To some extent I have tried to cover the marketing process and the employee selection and motivational process also. It is basically representing the marketing sector of the company. It is done with the help of the organizations employees.

The report focuses on the techniques through which TNT tries to convince prospect and how they manage to keep the business running with their existing clients.

I have tried to follow the right methodology for preparing this report, which is very important to find out the truth, which is hidden behind the curtain. Finally, conclusion and findings are also included in the report.

Chapter - 1



Introduction

1. a. Introduction

Bangladesh is an emerging market for this logistics parcel and courier business sector. Most of the renowned international brand names have arrived in Bangladesh. So, it's becoming competitive day by day. Although it's still a developing sector but it's making an impact in the country's economy. Internship program is a part of BBA (Bachelor of Business Administration). It's a procedure of making the student knowledgeable before the student gets into the tough job world. It also teaches the student the difference of the theoretical and practical world.

The main function of this parcel & courier industry is to carry parcels and documents to several destinations as per the client's requirement. Selling is such an important part of the business process of an organization. In this industry a different selling technique can take a company higher and give a lead form its competitors. As a BBA student working under sales will help my talent to flourish in this sector.

1. b. Methodology:

Methodology provides various strategies and techniques to solve research problem. Methodology refers to a set of methods in a particular area activity or research activity.

1. c. Objective of the Study:

Overall objectives:

- I. To present the General condition of the courier industry and the selling procedures
- II. To have a general concept on the parcel and logistics courier service.

Specific objectives:

- I. To find the techniques of selling
- II. To find the selling techniques of “ TNT Express Bangladesh”

1. d. Sources of Data:

TNT Express Bangladesh is one of the leading couriers in Bangladesh. I got lot of data due to the strong presence of TNT in Bangladesh for preparing my internship report. The report has been prepared by using primary and secondary sources data.

Primary Sources of Data:

This report has prepared through extensive use of primary data. The primary information's or data's has been collected from group of employees of TNT Express Bangladesh. The sources are as follows:

- Face to face conversation with the employees
- Study relevant files and documents that are provided by TNT.

Secondary Sources of Data:

The secondary data's have been collected from several annual reports, articles, various books, internet, different websites, leaflets, brochures, etc.

1. e. Data collection Method and Procedure:

The report has been prepared through following data collection methods.

1. Questionnaire Method
2. Personal Communication
3. Working Experience

1. Questionnaire Method:

For the questionnaire method I first made some questions prepared for the report and asked to some of the employees to get the answers for preparing the report.

2. Personal Communication:

The data has been collected through personal communication to some extent. While working under the sales coordinator I get to know some information by the personal communication.

3. Working Experience:

Most of the data's have been collected through the daily work. As I have worked under the belt of Marketing and Sales department of TNT, it was very helpful for me to collect information about the selling technique of TNT Express Bangladesh.

1. f. Limitations of the Study:

Data collection was not that tough but there were some limitations in collecting information. The limitations are given below:

- I. Although the permission has been taken but as it's an organization it has some limitations of providing information. It was difficult to make the report as per the requirement.
- II. As a fresh graduate I have some lacking of collecting information or the procedures of collecting prime information.
- III. The time three month is not enough for a research or study the whole organization. But I have tried my best to complete my report as per the requirements.

Chapter - 2



The Organization

2.a. History

In 1946 Ken Thomas establishes K.W Transport in Australia with a single truck then changed its names to Thomas Nationwide Transport. In 1978 TNT expands into the UK with purchase of Lancashire-based Inter County Express, which at that time had 500 employees and an annual turnover of less than £5 million. Just two years after gaining its UK foothold - TNT Overnite launches, Britain's first ever on demand door-to-door nationwide next day delivery service for businesses and the forerunner of all the other specialist divisions now existing in the company.

- TNT UK moves its headquarters to Atherstone in Warwickshire
- TNT lists its stocks on the London Stock Exchange

In 1982 the introduction of TNT same day, an instant response service which uniquely guaranteed on-demand, same day door-to-door delivery anywhere in Britain. TNT Same day operates 24 hours a day and 365 days a year from 75 strategic locations nationwide to provide the fastest round the clock express delivery service in the UK. TNT Express' International Business Unit (IBU) was formed in 1998/1999 with operations in 32 countries. Although dispersed across the globe, the countries are managed as a single entity as their operations are too small to warrant individual management in the form of a Business Unit. Since the IBU was formed several structural changes have taken place within the company and it now consists of 44 countries. Recently the countries have been grouped into six regions: the Americas, Asia, Eastern Europe, IMEA, (India, Middle East & Africa), Northern Europe, and South & Central Europe. These regions are made up of a diverse mix of countries, ranging from Bulgaria to Brazil, Kuwait to Korea.

Bangladesh Trade Syndicate Ltd. (BTSL) has started its business in 1980 as representative of TNT International Express. In Bangladesh BTSL is operating eight offices including Chittagong & Khulna. Also BTSL has the own C & F Agent, Agrani Trading Corporation to provide faster service to the valued customers. The sales division is the heart of this organization. They play the most important role from which all the activities begin. They are the people who interact directly with the present customers and also look forward to find the prospect customers. In TNT Express Bangladesh there are two types of sales team and they are: Indoor Sales Team and Outdoor Sales

team. In each team there are 4 members that are there are 3 Indoor sales members and 6 outdoor sales members. But depending on the workload or area covered the number of sales people might vary in different territories.

TNT Express is the world's leading business to business express delivery company. The company delivers 3.5 million parcels, documents and pieces of freight a week to over 220 countries using its network of nearly 900 depots, hubs and sortation centers. TNT Express operates over 23,000 road vehicles and 48 aircraft and has the biggest door-to-door air and road express delivery infrastructure in Europe. TNT Express employs 48,000 staff worldwide and is the first ever organization to achieve global recognition as an Investor in People.

TNT Express is a division of TNT N.V., which provides businesses and consumers worldwide with an extensive range of services for their mail and express delivery needs. Headquartered in the Netherlands, TNT offers efficient network infrastructures in Europe and Asia and is expanding operations worldwide to maximize its network performance. TNT serves more than 220 countries and employs over 128,000 people (over 163,500 people including the division Logistics which is intended to be divested). TNT N.V. is publicly listed on the stock exchanges of Amsterdam, New York and Frankfurt. Bangladesh Trade Syndicate Ltd. (BTSL) has started its business in 1980 as representative of TNT International Express in Bangladesh.

2.b. Product / Service Offerings

Special Express

Delivery to specification

TNT Express Special Services provide a range of flexible solutions to meet any requirements that cannot be satisfied by TNT's network services. Our solutions are tailored to the specific needs of our customers, so if next day delivery is just not fast enough, you want to outsource archiving and mailroom management, you need to charter an aircraft, or you need a repair and return service, or specialized transportation, all available 24 hours a day, 365 days a year, TNT Express Special Services are here to help the clients.

9:00 Express

Deliver before 9:00 am

9:00 Express offers a guaranteed delivery before 9:00 am on the next business day to major cities worldwide for documents and within the European Union for both documents and non documents. Consignments can weigh up to 210 kilos. Customs clearance and goods in transit insurance up to the value of Euro 2,500 per consignment are included. The sender receives an automatic confirmation of delivery and a money back guarantee is provided in case the consignment is not delivered before 9:00 am. The 9:00 Express service is available for both export and import shipments.

12:00 Express

Delivery before 12:00 noon

12:00 Express offers a guaranteed delivery before 12:00 noon on the next business day* to major cities worldwide for documents and within the European Union for both documents and non documents. Consignments can weigh up to 500 kilos. Customs clearance and goods in transit insurance up to the value of Euro 2,500 per consignment are included. The sender receives an automatic confirmation of delivery and a money back guarantee is provided in case the consignment is not delivered before 12:00 noon. The 12:00 Express service is available for both export and import shipments.

Global Express

Delivery before end of local business hours

Global Express offers delivery before the end of local business hours on the next business day to almost every destination worldwide for both documents and non documents. Consignments can weigh up to 500 kilos. Customs clearance is included. Goods in transit insurance, prioritized handling and confirmation of delivery are also available on request. The Global Express service is available for both export and import shipments.

Economy Express

Delivery for less urgent shipments before end of local business hours

Economy Express offers delivery for less urgent non document shipments to over 75 countries worldwide within 2 or 3 business days. Consignments can weigh up to 7000 kilos within Europe and 500 kilos in the rest of the world. Customs clearance is included. Goods in transit insurance, prioritized handling and confirmation of delivery are also available on request. The Economy Express service is available for both export and import shipments.

A comprehensive range of fast and reliable on-demand express delivery services

TNT Express aims to be the fastest and most reliable provider of on-demand express delivery services in more than 200 countries. The comprehensive range of services offered by the company satisfies the growing need for time definite door-to-door express delivery of documents, parcels and freight. TNT Express defines 'express' as an on demand integrated service that provides customers.

Student Pack Promotion

Recently TNT Express introduced a special service for students who want to send admission application to the different foreign universities. TNT Express provides services to the students under this student Pak service. For the student Pak service the company do direct contacts with the colleges, universities and other educational consultancy firm. The Country Manger of TNT Express visit different Educational Institute for promoting this service for students. Only applications to the foreign Universities/colleges would be accepted as a student pack consignment. Students are required to display his/her valid ID card at the time of the consignment.

“Oranged!” loyalty campaign:

TNT Express launched “orange Loyalty Campaign”. TNT Express is a trusted name in worldwide courier services they believe that their key to success is the satisfaction of customers in terms of time and value. Campaign duration was October first 2008 to march 31; 2009. this package is designed in a way that makes winners of all valued customers. Company can win valuable points for each and shipment and these can be later redeemed for existing prize.

2.c. Operational network

Bangladesh Trade Syndicate Ltd. (BTSL) has started its business in 1980 as representative of TNT International Express. In Bangladesh BTSL is operating seven offices including Chittagong & Khulna. Also BTSL has the own C & F Agent, Agrani Trading Corporation to provide faster service to the valued customers.

TNT Express Bangladesh operates under TNT Express India and Dubai is the headquarter of this region. Though it's operating under the belt of BTSL but its strategies were renovated just before five years when the TNT International first sent their representative as Country Manager in Bangladesh. Then the company was totally reformed with new management and workforce. The company is structured with five divisions respectively Sales, Accounts & Finance, Human Resource, Customer Service, Information-Technology & Operations which are the pillars of the organization. The sales division is the heart of this organization. They play the most important role from which all the activities begin. They are the people who interact directly with the present customers and also look forward to find the potential customers. In TNT Express Bangladesh there are two types of sales team available and they are: The Indoor Sales Team and The Outdoor Sales team. In the Indoor sales team there are three members and in the outdoor sales team there are ten members. There are also two top level Managers, One sales coordinator

available. In Dhaka there are ten Sales people, in Chittagong there are two salespersons. The whole country is divided into ten regions or zones where several territory manager works.

TNT Express has several types of products but in Bangladesh there are only two types of product available which are the DOX (Documents) and XPS (Express Parcel Service).

Geographical Location of TNT Express Bangladesh;



2.d. Vision for the future

Vision of TNT Express:

The essence of what TNT Express strives for: 'Delivering more':

TNT Express's vision strongly reflects who they are: ambitious, optimistic, result-oriented. It communicates their confidence that they can always overcome obstacles and achieve their goals. It is that special mark that allows TNT to stand out from the crowd

Mission of TNT Express:

Their mission is to exceed customers' expectations in the transfer of their goods and documents around the world. They deliver value to their customers by providing the most reliable and efficient solutions in distribution and logistics

They lead the industry by:

- Instilling pride in our people
- Creating value for our shareholders
- Sharing responsibility for our world

Motto:

- I. To ensure 100% efficiency in customs clearance and delivery if the correct documents are available.
- II. To ensure same day delivery of documents and console papers within Dhaka city.
- III. To ensure effective customer services.
- IV. To ensure 100% action on each customer call
- V. To ensure 80% inquiries within 30 mins. Of all receiving call

Objectives of TNT Bangladesh



- I. To establish few more branches in Dhaka & Chittagonj.
- II. To improve IT sector
- III. To include few more vehicles.
- IV. To achieve specific growth of 10% market shares in the next couple of year.

Chapter - 3



Job Description

3. My Responsibilities in TNT Express:

I started my internship in TNT Express from February 5 to April 5, 2011. During my internship in TNT Express I worked in Sales Department. While working in TNT Express I got opportunity to learn and get knowledge of different business activities of the company. The Major issue is that I have learned many important aspects of business like - team work, which organize all business activities for greater interest of providing services to the clients and contribute to generate revenue for the company. The responsibilities I have completed in my placement so far are as follows:



Preparing offer letters for Prospective clients:

From the beginning of my internship I have been working with the sales coordinator to prepare offer letters for the clients. The offer letter is the latter which consists the company's facilities that will be given to the customer if they agree to sign the agreement to do business with TNT International Express. I was involved to work on converting the new tariff chart and zone allocation into one page sheet and take print out of that page in right manner. By doing this I am getting information about our tariff rate which we offer to the respective clients. These rates are so critical and crucial for the company, that any type of mistake will lead the company to loose the client. The rates are provided according to the company's revenue. The larger the clients revenue, the larger the discount on the clients shipments. While working on this issue I always was careful to make and give our offer letter a professional look and reducing as much errors as possible.

Preparing Welcome letter for clients:

Welcome letter is the letter which welcomes the client to the TNT family. During my internship period I use to make it for the clients who signed agreement with TNT Express. It's a procedure of TNT Express to greet their new customers. In the welcome letter the account number is mentioned to the client so that clients can continue their business with TNT. When the clients signs agreement with TNT Express, TNT provides the client with its account number so that TNT can identify the client's shipments and the client can track its shipments upload-unload timing. In this welcome letter the name of the contact persons are given and if there is any difficulty faced by client about the shipments, the client can contact to those contact persons and ask for solutions.



Rate analysis:



Rate analysis is one of the major parts of my responsibilities in TNT Express. The rates are calculated in different ways. Sales coordinator Mr. Razib developed some formulas in excels and those helps us to get the rate when we put the discounts that are offered to the clients based on TNT's basic rate. After the calculation of rates the total amount comes out and it is then send to customers. The rate paper contains rates of 0.5 kg to 20 kg. most of the clients use to send documents and that's why the rate paper contains rates up to 20 kg only and the further information about rates are given below the paper which is been calculated directly based on the base rate given by the management.

Lost Customer List:

This is also very important for the company to keep track of their lost customers. In any form of business clients are the main factor. And lost clients are very difficult to regain, but if we want to regain, we have to keep track of those clients. I was there to look after those customers, who left us. I had to collect all the information's from the Sales Territory Managers and then jot them down to an excel sheet and then to submit it to TNT's Sales Manager Mr. Jahangir.

Developed TNT Express Employees Database:

As per the instruction of manager of Human resource, I have worked on developing an employee's database of TNT express. Where we have included information field containing:

Emp. ID No.	Employee Name	Joining Date	Designation	Education	Insured Amount	Medical	Date of Birth	Remarks
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To complete this database we had collected information regarding each of the fields directly from the respective employees. We have developed a form and send that to the employees for all TNT branches including Chittagong. After filling up that form they returned us and we entered the data into the excel database system.

In future this database will help management to find information of TNT employees easily and quickly. As TNT has started its new journey so, it's very necessary for them to collect all important information about their employees.

TNT has just established their HR department so it was difficult for them to do lot of thing single-handedly. They asked for my contribution and me and my department agreed to their proposal.

Maintaining Customer Files:

Maintaining the customer files was one of my major responsibilities in TNT Express. TNT had 500 plus customers when I joined, and during this three months customers has grown tremendously. I am responsible in TNT for maintaining all these files. The files contain all the information regarding our contracts with the clients. At the very beginning the files were very much unorganized and I start working on it and managed to organize these files in alphabetical order and also made several shelves for maintaining those files.

Participation in New Process Implementation:

i. Developing Sales Ledger:

I worked in developing sales ledger on both export and import sector of the company. I assisted TNT's Sales Coordinator Mr. Md. Razib on developing the ledger. Previously the ledger use to carry several pages of the excel files. But the system now developed is much easier and contains only one page for keeping the data's of the whole organization. Export and Import data is containing one page. After getting the list from the billing department I use to put the collected revenues to the respected company's excel file. Then I use to put the structured data in the ledger of the selected month.

ii. New Product Development:

During my internship period I assisted TNT's Sales coordinator Mr. Md. Razib to develop some advertisements of TNT Express. I use to be the proofreader there. Mr. Razib asked for my coordination on his projects of launching some quality advertisements. In those advertisements I use to cross check the sentences, the designs, etc.

iii. Inventory Management:

During my internship in TNT Express I use to keep track of the gift items which TNT used to give to their clients. Almost everyday TNT's Sales Territory managers use to take some gifts to impress their clients. As it is directly mentioned in TNT's standards that sales people cannot bribe their clients to have more business from them as like other companies. So the sales team uses to give gift items provided by TNT International. The gifts that sales people of TNT use to give are as like coffee mug, TNT Notebook, TNT Slip pad, TNT T-shirt, TNT Pen, etc.

iv. Mailing:

Mailing was another responsibility of mine during my internship period. I use to mail all the sales territory managers about any news regarding sales from the head office. I also use to mail my stuffs to my reporting officer Mr. Md. Razib.

Chapter - 4



Project

The term marketing is a vast topic to discuss. It has several sectors and those sectors are also very much elaborately described. Each and every organization has planned differently for marketing of their organization. The marketing mix contains all the parts needed to market a product or service properly. It is given here briefly below:

Product, A tangible object or an intangible service that is manufactured on a large scale with a specific volume of units. Intangible products are service based like the tourism industry & the courier service industry or codes-based products like cell phone load and credits. Typical examples of a mass produced tangible object are the motor car and the disposable razor. A less obvious but ubiquitous mass produced service is an operating computer system. Packaging also needs to be taken into consideration.

Price, The price is the amount a customer pays for the product. It is determined by a number of factors including market share, competition, material costs, product identity and the customer's perceived value of the product. The business may increase or decrease the price of product if its competitors have the same product.

Place, Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet. Place is not exactly a physical store where it is available Place is nothing but how the product takes place or create image in the mind of customers. It depends upon the perceivedness of customers.

Promotion, Promotion represents all of the communications that a marketer may use in the marketplace. Promotion has four distinct elements: advertising, public relations, personal selling and sales promotion. A certain amount of crossover occurs when promotion uses the four principal elements together, which is common in film promotion. Advertising covers any communication that is paid for, from cinema commercials, radio and Internet adverts through print media and billboards. Public relations are where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word of mouth is any apparently informal communication about the product by

ordinary individuals, satisfied customers or people specifically engaged to create word of mouth momentum. Sales staff often plays an important role in word of mouth and Public Relations.

4.a. TNT express's marketing mix:

TNT express BD also has their own marketing mix for their organization. This marketing mix is given below:

a.1. Product:

The products of TNT express are of different types. These products have given them good position in the market all over the world. Though all the products are not available in our country but they try to cover most of the clients with their existing product in the country (TNT Annual Report).

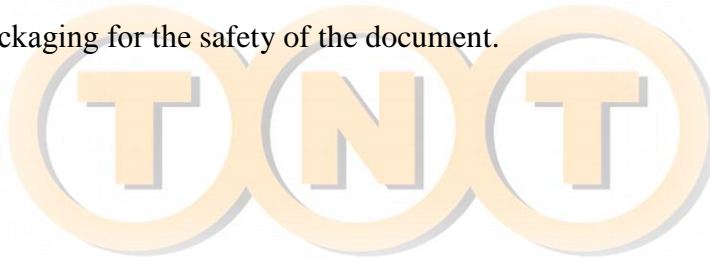
Product & service offerings in TNT Express Bangladesh:

- I. Special Express
 - Delivery to specification
 - 9:00 Express : Deliver before 9:00 am
 - 12:00 express: Delivery before 12:00 noon
- II. Global Express: Delivery before end of local business hours
- III. Economy Express: Delivery for less urgent shipments before end of local business hours

- IV. A comprehensive range of fast and reliable on-demand express delivery services
- V. Student Pack Promotion

Service advantage that TNT provide:

- Time or day definite delivery
- Door-to-door collection and delivery facilities
- International customs clearance
- tracking facilities by Web, E-mail, SMS
- Dedicated help line (9890430) for customer care.
- Special packaging for the safety of the document.



4.b. Price:

The aspect of selling that makes the TNT salespeople job difficult is their price. But price isn't a key issue in case of delivery business. Market research surveys conducted amongst the buyer of express delivery services consistently rate price only fourth or even lower in their list of buying motives.

TNT believes that the whole reason for running a business is to make profit. It sees no point in selling something that isn't profitable, though many of TNT's sales people believe they could sell more if they had lower price. But in this business, price does not only dictate profit but also affect the standard of service it provides. If TNT charges too little then it would attract volumes of consignments that would be beyond its handling capacity. If the capacity is exceeded then the service level will also deteriorate.

TNT charges more than its competitors because it has a much more comprehensive and reliable range of services. It has wholly owned resources, not sub-contracted or franchised. It invests in its resources, in technology and its people. And it likes to make a profit. In short, TNT is a quality company and it costs more to run a quality company than it does to run an average company.

The minimum allowable charges are determined with the commercial policy of each division of TNT and are strictly controlled for the best interest of the business. TNT's role is to persuade customers to pay as much as possible above the minimum prices acceptable to TNT.

The principles TNT want their sales people to follow to justify the price are:

I. Must have positive attitude towards price:

The biggest price objection of all is usually in the sales people's mind. TNT has a strong reputation for being the most "expensive" carrier in the market. As a consequence, most of the

employee expects an objection when they quote or present a price. They are almost conditioned to it, especially when competing against a traditionally low priced carrier. A negative attitude can very easily become a self-fulfilling prophecy. The sales person who is pre-occupied with the price issue is doomed to failure. Employees always have to keep in mind that they have the “winning formula”. The market will pay a good price for service excellence, the proof of which is that TNT has grown from virtually nothing to become one of the leading express delivery companies in the world in a very short space of time. The buying public generally associates a higher price with higher quality. If an employee has positive attitude towards price, it will not be very difficult to convince the customer.

II. Don't talk price (until the employee is ready):

This is the first golden rule regarding the subject of price- Don't talk about it. Obviously, at some stage during the sales call the issue of price will be presented and discussed. But the employee should avoid discussing the price until s/he is good and ready.

There is only one correct time to discuss the price and that is after the employee has explained all of the features and benefits of the service that match with the customers need. If the customer doesn't appreciate what s/he would be getting for their money if they choose to use TNT then they won't be able to see the value in the price TNT is offering.

III. Create the desire to buy first:

Identifying the customers need is very important. By understanding the needs and matching TNT's features and benefits to meet those needs, and thereby creating the desire to buy, the sales people can achieve their objective. As in all walks of life, people will pay for what they believe they want. The job of the sales people is to create the desire to buy. If they can identify enough needs and meet those needs plus more besides, then customers will usually pay the desired price.

IV. Sell the difference in price, not the whole price:

The golden rule in sales negotiation is never to offer the lowest price at the first stage. If customer objects about the price then the employee should establish the reason for the objection (it may not necessarily be the price) and try to overcome the objection by justifying the difference (if known) between his price (what they want/currently paying) and TNT's price.

Justifying the difference (say \$2) is much easier than justifying the whole price (say \$10). But the difference should be known to the employee and the employee should try to know the information between the conversations.

V. Never offer lowest price first, always offer the highest price first:

The golden rule in sales negotiation is never to offer the lowest price at the first stage. Even if the sales person feels sure that his price is way above the price the buyer is seeking, he should always ask for a price that is higher than the minimum price.

For example, instead of offering the second highest rate, offer the highest. Instead of offering a special rate (a flat rate) offers a contract (tariff) rate. If the seller thinks that \$10 will secure the account then he should offer at least \$11. After presenting and explaining the rate he should keep silence and give the customer the time to think. Use the silent treatment and wait until they speak first.

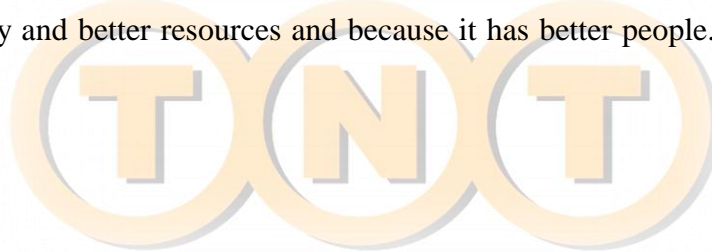
VI. Summarize what the customer will get for their money before quoting:

Before giving the quote to the customers, TNT sales people summarize what they are getting in exchange. That means normally explains they would normally do with any consignment. It is very routine to the sales person but to the customer this sounds very professional and reassuring.

Here is a six point breakdown of the summary quote technique:

1. Confirm consignment details. E.g. size, weight, destination, service required etc.
2. Establish the reason (circumstances behind) the delivery.
3. Calculate the price.
4. Summarize what TNT will do for the customer (what the customer will get for their money).
5. Quote the price.
6. Assume the deal- Close and arrange a collection.

TNT charges more because the management thinks that it has a better service, because it invests in better technology and better resources and because it has better people. TNT thinks that they are worth the price.



4.c. Place:

Place is not something to mention here because the business is widespread all over the world. TNT has covered 220 countries all over the world to reach their clients destination. TNT express Bangladesh is one of the major destinations of TNT international. They have divided the world in their own way, in which Dubai is the reporting zone for the sub-continental countries. Bangladesh reports to Dubai but they go to Dubai via India. So, for the sub-continent the setting is like this.

4. d. Promotion:

Promotion is one of the major concerns for today's business. TNT express is doing their business through different paper ads, magazine ads, etc. there is another way of promotion they are using which are the campaigns they are doing with their clients. They have launched several campaigns for their clients as like the ship2score; ship more 2 win more, etc.

Making success in this industry is very much difficult, because of the strong competitors and their different strategies. But to stay in the market TNT Express also implements several techniques. To stay in the market, maintaining sales force is very much important. Now a day all the companies have taken sales force management quite seriously and it is one of the key factors of company's success all over the world.

Social responsibility:

TNT Express is a socially responsible company and it is evident through its partnership with the World Food Program TNT Express is a socially responsible company and it is evident through its partnership with the World Food Program that brings about the following advantages for both the society and the company: Emergency support in 12 countries, TNT contribution in 2007 € 12.7 million, Building employee engagement, Strong internal enthusiasm, Volunteers at work in Nicaragua, the Gambia, Tanzania, Malawi and Cambodia, Walk the World 2007: 200,000 participants throughout the world including Bangladesh.

TNT Express also focuses on the sales force management for their success in the market. To maintain the sales force there are some common procedures that they follows or have to maintain, those are discussed below:

4.e. Designing Sales Force Strategy and Structure:

A company can divide its sales force according to its products. The decision is simple to take; if the company sells only one product line to one industry with customers in many locations, in that case the company would use the territorial sales force structure. Same thing goes for TNT Express because; they are also in the same category.

I. Territory Sales Force Structure:

In the territory sales force structure each sales person is assigned to an exclusive geographic area and sells the company's products or services to all customers in that territory. TNT Express also has their territory sales managers to manage their business in several territories. TNT express have ten territory managers for their territories. The structure of TNT's sales force is given below:

Sales force structure of TNT Express Bangladesh (TNT Annual Report):

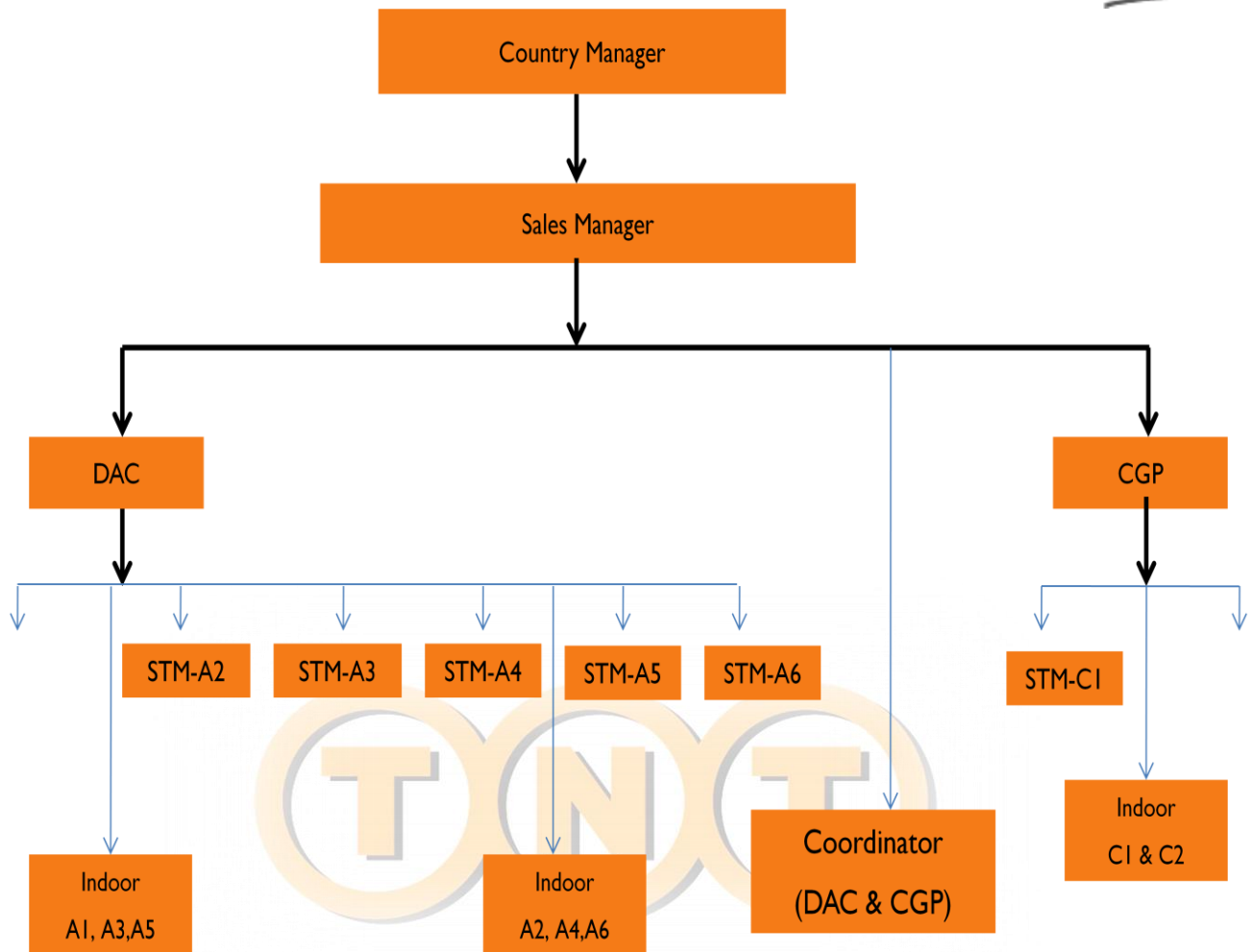


Figure: Sales Force Structure of TNT Express Bangladesh

II. Recruiting and Selecting Sales people:

At the heart of any successful sales force operation is the recruitment and selection of good salespeople. TNT is very much alert about recruiting and selecting salespeople. They follow several interviews before recruiting a sales person.

III. Training Salespeople:

Training salespeople is very much important for all the companies. TNT express focuses very much on top class training for their employees. The management organizes different training program for their employees. Sometimes the trainers come from different part of the world.

IV. Compensating Salespeople:

To attract good salespeople, a company must have an appealing compensation plan. Compensation is made up of several elements- a fixed amount, a variable amount, expenses, and fringe benefits. TNT offers a handsome amount of compensation to its employees. Recently it took some sales people from one of its competitor by convincing them through its compensation policy.

V. Supervising and Motivating Salespeople:

To make a good business the companies needs to motivate their sales force by taking different initiatives and also supervising them to do better in sales. TNT Express also take initiatives to motivate their sales peoples by giving different offers as like if any one who will bring highest amount of clients in the mentioned week, that person will be awarded with a handsome amount. Also there are yearly trips or tours for the employees to freshen-up.

VI. Evaluating Salespeople and Sales-Force Performance:

Evaluating sales force is very much important and TNT does it in regular basis. By the evaluation they are able to know about the company's market condition. So, it's very much important for them to judge their employees performances.

4.f. Different Selling Techniques used by TNT Express:

TNT express is using different selling techniques for making their sales. Among those techniques one of the major techniques is AIDA. AIDA is such an important selling technique that most of the organizations are following this technique.

AIDA is a short form of Attention, Interest, Desire, and Action. These are the different steps that TNT salespersons use to convince their clients. These things are briefly discussed below:



Attention:

Attention means that the sales person should first attract the attention of the client. TNT sales persons first try to attract their customer's attention by offering different features of the product so that they can impress the prospect clients.

Interest:

Interest is another factor of AIDA technique which raises customer interest by focusing and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising). TNT sales people try to impress their clients by focusing on by talking about interest growing topics.

Desire:

Desire is one of the four factors of the AIDA concept which is used to convince customers that they want and desire the product or service and that it will satisfy their needs. The sales people need to convince their client's wants and desire by convincing that their clients need these things.

Action:

Action is the last part of AIDA concept which leads customers toward taking action and purchasing the product. A sales person needs to convince their clients in a way, so that their clients will be attracted to buy the product.

There are also some other techniques that TNT uses, that I will be discussing through the report.

TNT Express divided their sales force into two parts one of them is indoor sales and another is the outdoor sales. These two parts also have different techniques to convince their clients and sell the companies products.

4.g. Selling Techniques Used by the Indoor sales team:

Different selling technique is used by the TNT Express indoor sales team. These techniques are used in several organizations for making business over the phone (TNT Sales People). These are:

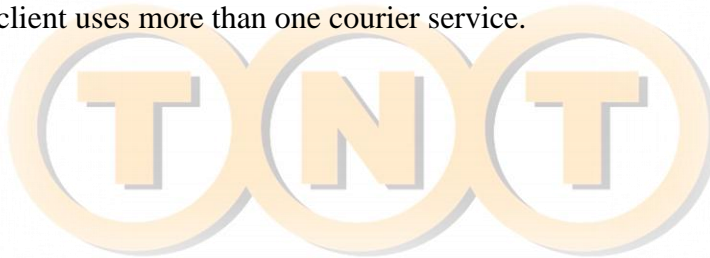
- Use the Advantage
- The First Impression
- Do Their Home Work
- Watch for the Language and Body Language
- Always Ready With Positive Examples

Use the Advantage:

At first the indoor sales persons have to make sure that they will be presenting the advantages that the clients will have by using TNT's service. The sales person needs to make every point clear to the prospect client by giving all the information about their advantage of having the product.

The First Impression:

The first impression is always important. TNT Express employees always focus in it. They believe that the first impression can bring them a business. They believe in professionalism, which leads them to be good with clients always and they try to impress the customer in first call. They always try to convince the customers with their first call. If the sales people are able to convince their client with their first call then it's easier to get the clients full business because in this industry every client uses more than one courier service.



Do Their Home Work:

Indoor sales peoples of TNT Express always prepare them perfectly to call and convince their customers. Its very important to prepare themselves before they make a call. There should be no gap of information between the client and the sales person.

Watch for the Language and Body language:

Its one of the most important thing that the sales person should be taking care of. The language that the sales person is using should be very much presentable and formal. The prospect client must understand what the sales person is talking about. The sales person should make the


prospect client understand about the whole subject. The sales person must not talk in a language that looks odd to the prospect client.

Always Ready with Positive Examples:

The sales person of TNT Express is always ready with positive answers for clients query. It's a good positive manner of doing business and internationally renowned technique. The client will have lot of queries and the sales person needs to be patience and give the answers correctly and all the answers will need to be in positive manner and if needed give positive examples to the client so that company can win the clients business.

The indoor sales force follows their techniques to convince their clients. The outdoor sales force is also there to make sales but not all the things are same there. The outdoor sales people make their sales by following different personal selling techniques (TNT Sales People).

The sales techniques are:

- 
- Prospecting and Qualifying
 - Pre approach
 - Approach
 - Presentation and Demonstration
 - Handling Objections
 - Closing
 - Follow-up

Prospecting and Qualifying:

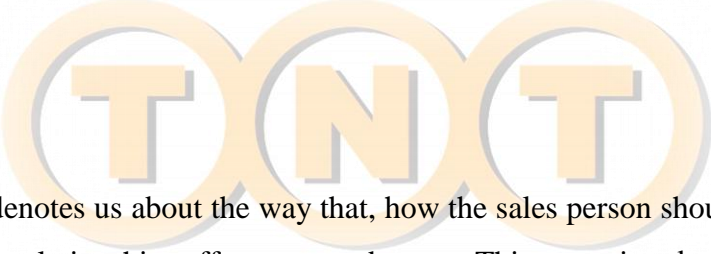
This is the first stage of personal selling of a sales person in which the sales person identifies the qualified potential customers. TNT Express outdoor sales persons first select the panel of prospect clients by moving around their regions. Approaching the right potential customer is crucial to selling success. The sales person sometimes gets news from the leads but not all of the informed clients are good. The sales people must be able to pick up the qualified clients. The sales people must look to all over the prospect clients conditions to find out whether they will be

able to pay or not, whether the client has a good volume for our business, etc. TNT sales people get training for looking over these things and making business for the company.

Pre Approach:

Before calling on a prospect the sales person must learn as much as possible about the organization and its buyers. This step is known as pre approach. This step is very much important to select the customer. In this step the sales person takes the information of the company or organization that, what the organization needs, who is involved in the buying, etc. Then its buyers characteristics, and buying style, etc. The sales person should gather information of what may suit to the customer. TNT sales person always follow the procedures mentioned here. As it is mostly followed it brings success for TNT also.

Approach:



The step approach denotes us about the way that, how the sales person should meet and greet the buyer and get the relationship off to a good start. This step involves the sales person's appearance, opening lines and the follow-up remarks. TNT sales persons are always ready with positive attitude about their clients. They are very careful about their clients and their need and wants. The opening lines are very much positive to build goodwill from the beginning of the relationship. The sales persons follow this opening as it might drive them to some key questions to learn more about the customer's needs or by showing a display or sample to attract the buyer's attention and curiosity. Listening to the customer is always a key issue which the TNT management always tries to tell the sales people during the training sessions.

Presentation and Demonstration:

During the presentation step of the selling process, the sales person tells the product story to the buyer, presenting customer benefits and showing how the product solves the customer's problems. Today's buyers want solution from the sales person not sweet talking or smiles. The clients want sales persons who listen to the customer's concerns, understand their needs and

respond with the right products and services. TNT sales persons are always prepared with the presentation for their clients. Convincing the customer mainly depends on this part of the selling process. TNT sales persons are trained to have patience and always to listen to their clients first. That is one of the reasons for TNT Express's success in the industry. The clients always dislike sales persons who are pushy, late, unprepared or disorganized. TNT sales persons are trained in these matters so that they can cope to their client's needs and wants.

As the product is parcels and logistics so there is no option to demonstrate the product. The service works, as the clients receives it in time. Being in time is a great challenge for all the organizations and it's a great achievement to satisfy the customer through the service.

Handling Objections:

Customers almost always have objections during the presentation or when asked to place an order. The problem can be either logical or psychological, and objections are often unspoken, so the problems could rise from any where. In handling objections, the sales person should use a positive attitude. TNT management prepares the sales team in such a way that they are expert in handling objections. The sales persons take the opportunity as the way of providing more information and turn the objections into reasons for taking the service.

Closing:

After handling the prospects objections, the sales person tries to close the sell. Some sales person couldn't find it easy to close the sale. They may lack confidence, feel guilty about asking for the order, or fail to recognize the right moment to close the sale. TNT management trains their sales person about learning the signals of closing a sale from the buyer, including physical actions, comments and questions. Sales persons can use several closing techniques. The sales person can ask for the order, the sales person can ask the buyer to review the point of agreement; can ask the buyer that whether the buyer wants this model or some other one or the buyer will lose if the person does not take it right now.

Follow-Up:

This is the last step in the selling process in which the sales person follows up after the sale to ensure the customer satisfaction and repeat business. Right after closing, the sales person should complete any details on delivery time, purchase terms, and other matters. The sales person schedules follow-up calls to clients when the orders starts coming. The sales person also makes regular visit to all the customers to maintain a regular continuous business. Sales persons are trained regularly by the management.



4.h. New Customer Life Cycle:

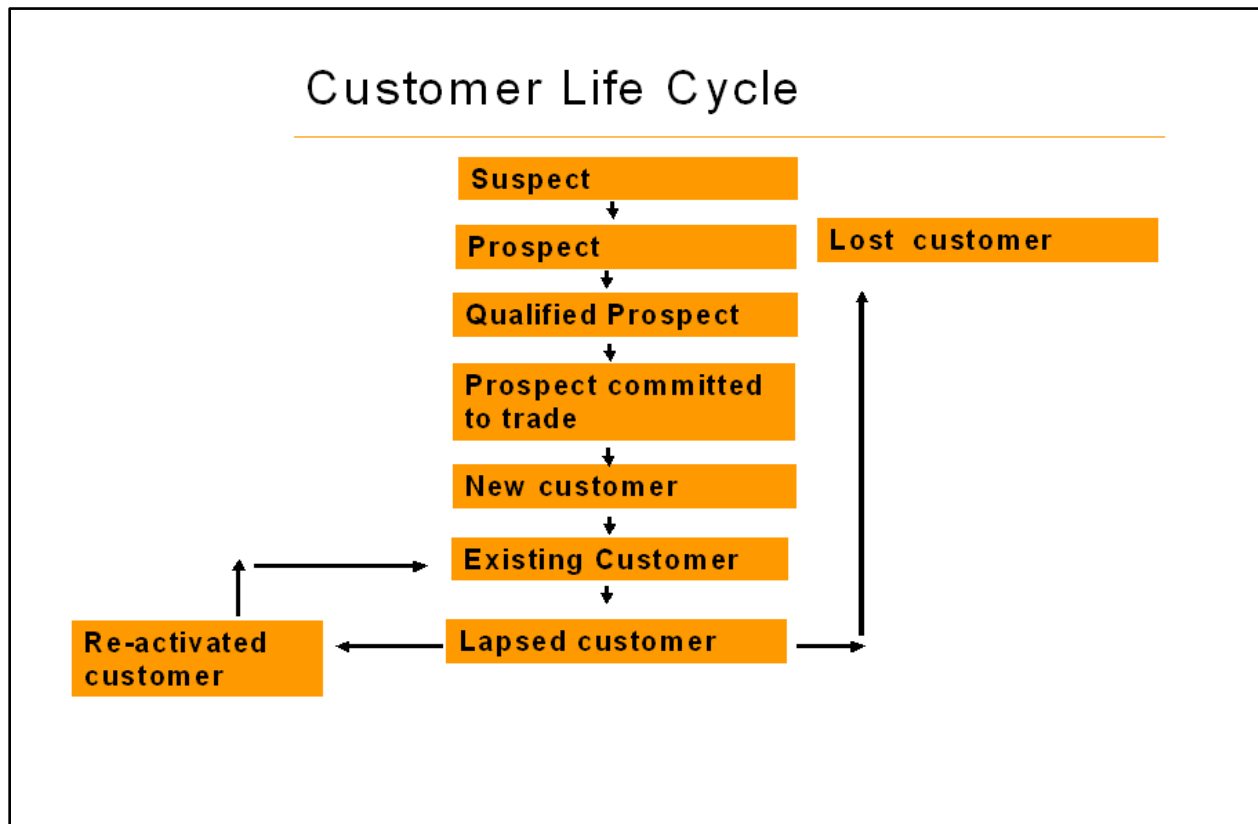


Figure 1.1: Customer Life Cycle of TNT Express Bangladesh

Suspect : Someone who is a potentially interesting for TNT Express.

Prospect : Someone is a prospect when the decision-maker is known and an indication of the potential is available.

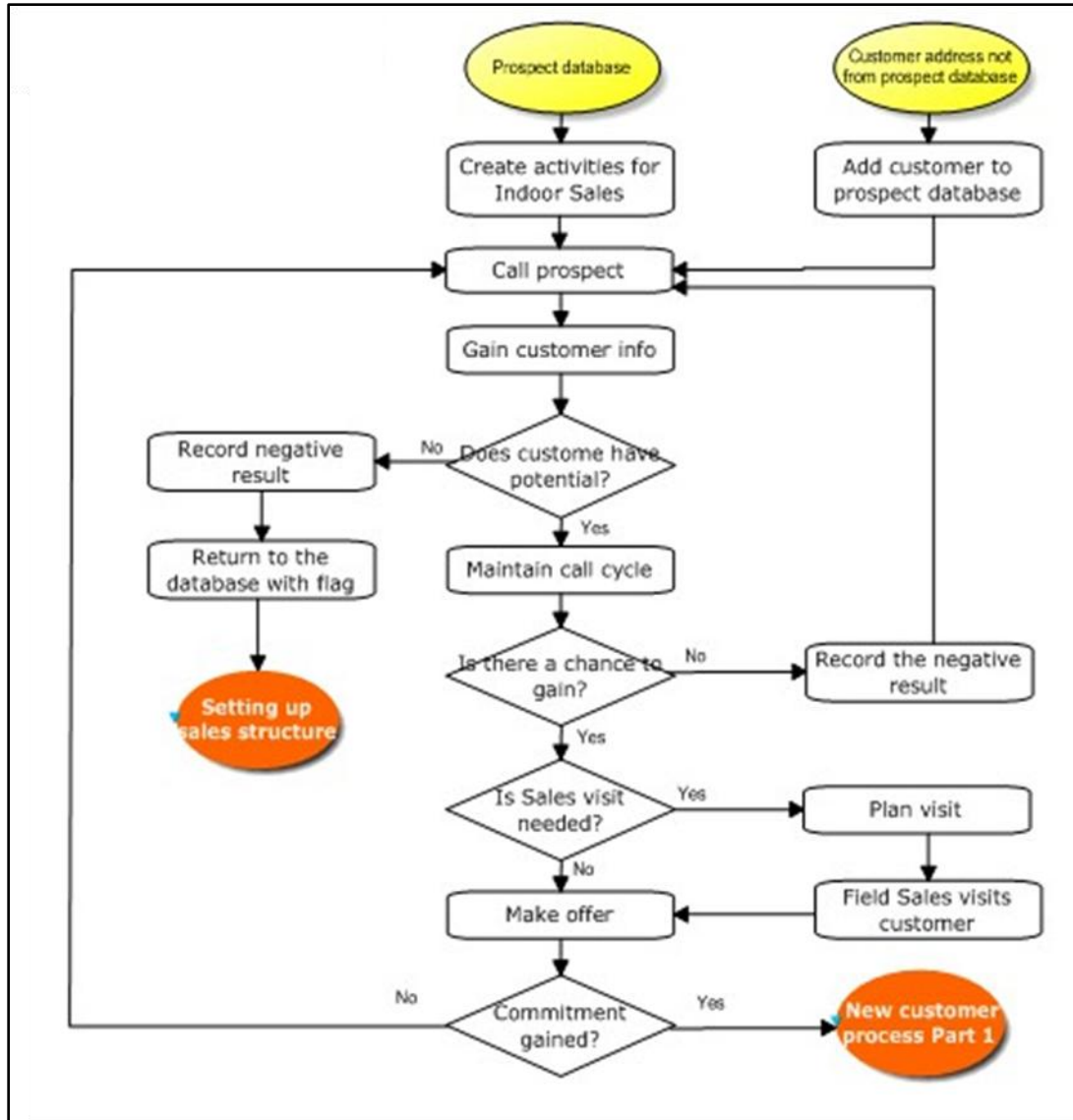


Figure 1.2: Prospect Process

The best way for Indoor Sales (IS) & Field Sales (FS) to manage the Prospect & New customer processes;

1. Indoor Sales Executive (ISE) establishes a need; volumes, value, destinations, competitor used
2. Indoor Sales Executive (ISE) fix an appointment, within the journey plan, for customers that are:
 - i. Sending one con per week or more

- ii. Not prepared to close over the phone after 3 calls
3. Field Sales Executive (FSE) visits and establishes:
 - i. Customer classification; Adhoc, Small, Medium, Large, Major, GAM
 - ii. Need further; Import / Export activities, Special Service requirements, Insurance, etc...
 4. Field Sales Executive (FSE) has customer sign the rate agreement
 5. Field Sales Executive (FSE) / Indoor Sales Executive (ISE) plan next actions
 6. Indoor Sales Executive (ISE) monitors trade
 7. If no trade Field Sales Executive (FSE) / Indoor Sales Executive (ISE) plan next actions

Qualified prospect : Someone becomes a qualified prospect when :

- Specific indication of potential trade is available.
- The correct contact code and SIC code is known as well as the opposition carrier.
- It is also someone who has not traded with TNT Express in the last 13 weeks.

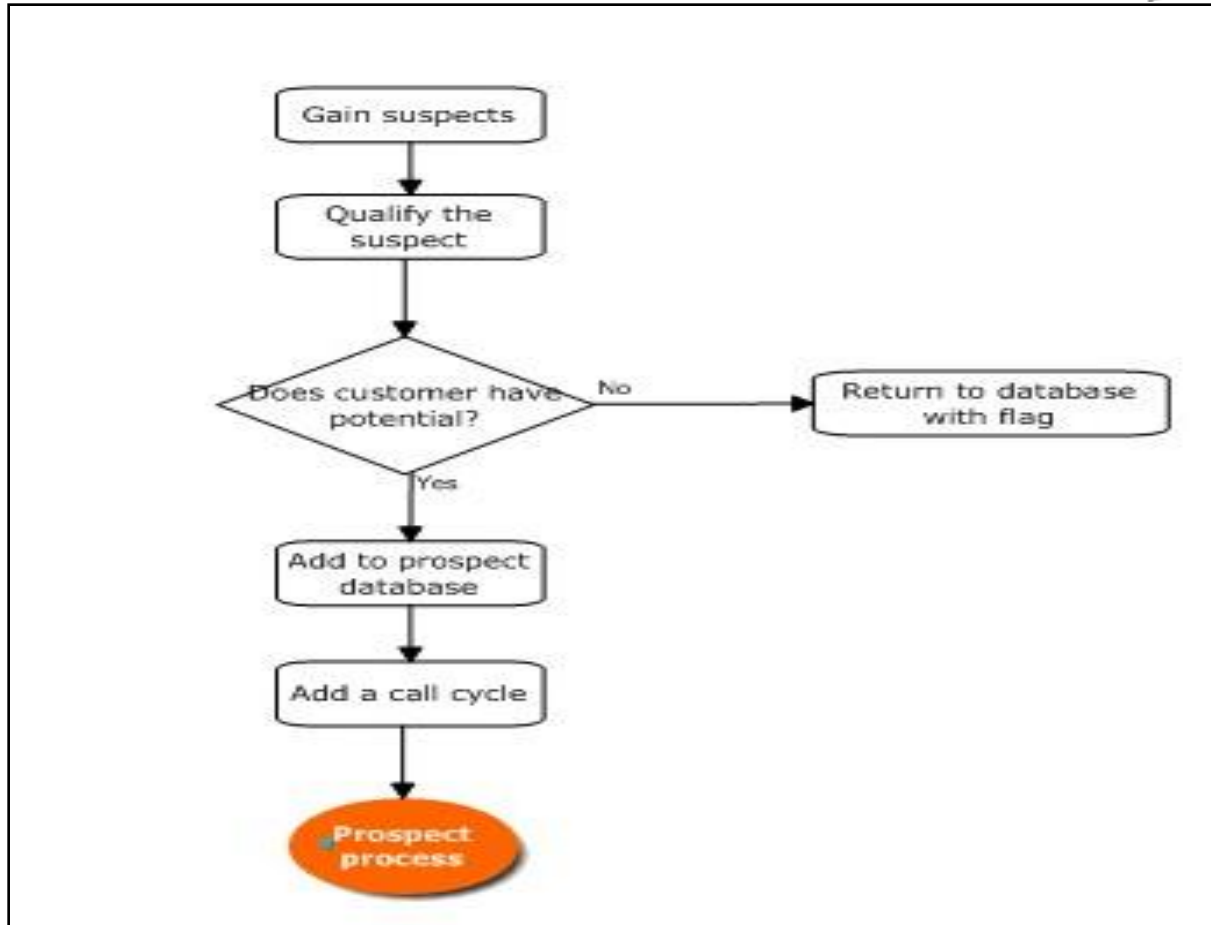


Figure 1.3: Process of Qualify Suspect

Prospect committed to trade : Someone becomes a prospect committed to trade when :

- > He/she has signed a no discount simplified contract agreement.
- >He/she has indicated they want to start trading with TNT Express.

First time trader : A customer who has traded with TNT in first 13 weeks.

New customer: When a prospect has started trading we consider this to be a new customer for the first 13 weeks. This allows the sales teams to follow up the service performance to ensure the new customer will not defect because of any service or invoice issues.

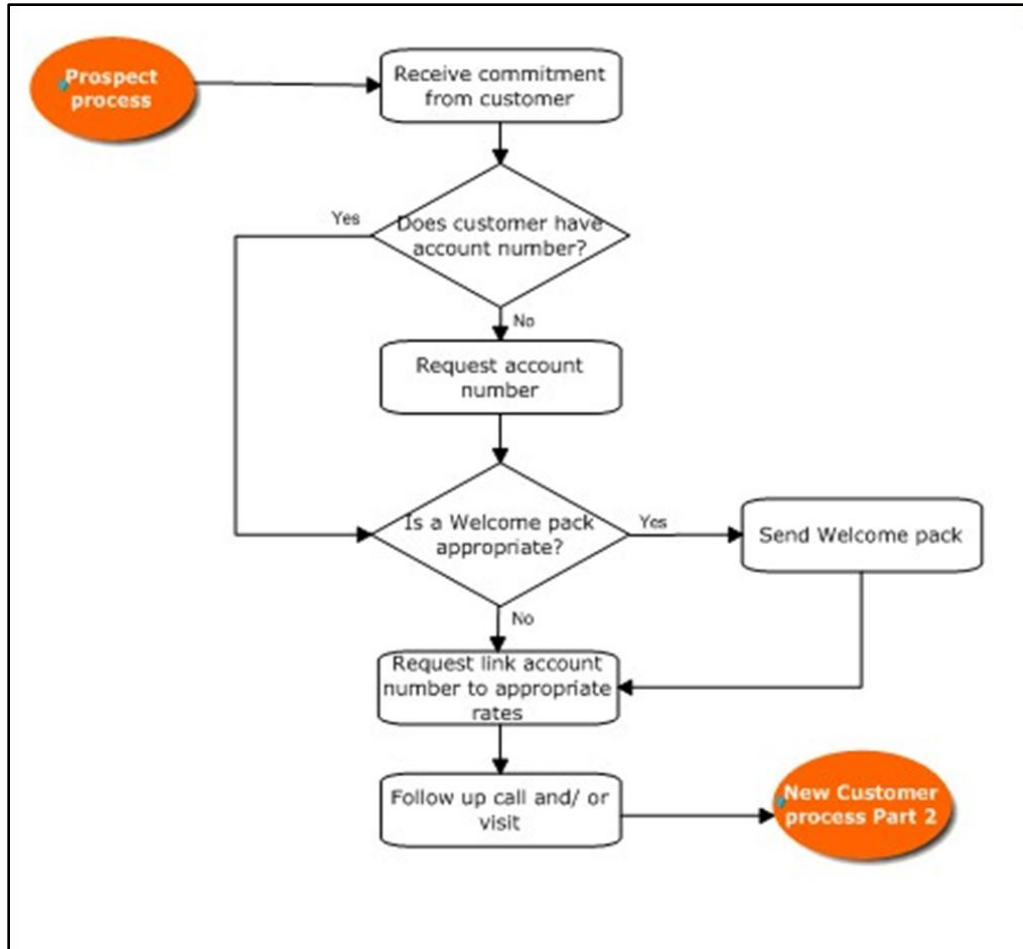


Figure 1.4: New customer Process (part-1)

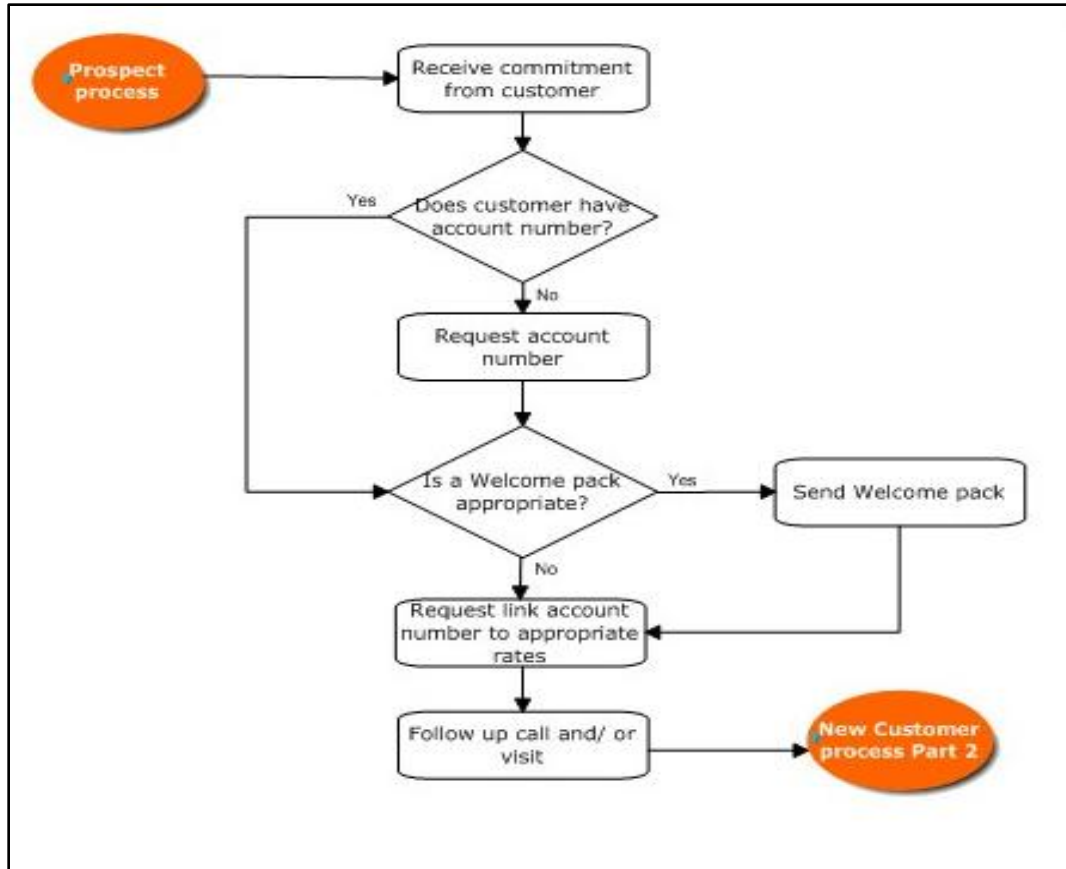


Figure 1.4: New customer Process (part – 2)

Existing customer : Someone who has traded in the last 13 weeks.

Lapsed /Lost customer: Is an account that has not traded within TNT Express in the last 13 weeks.

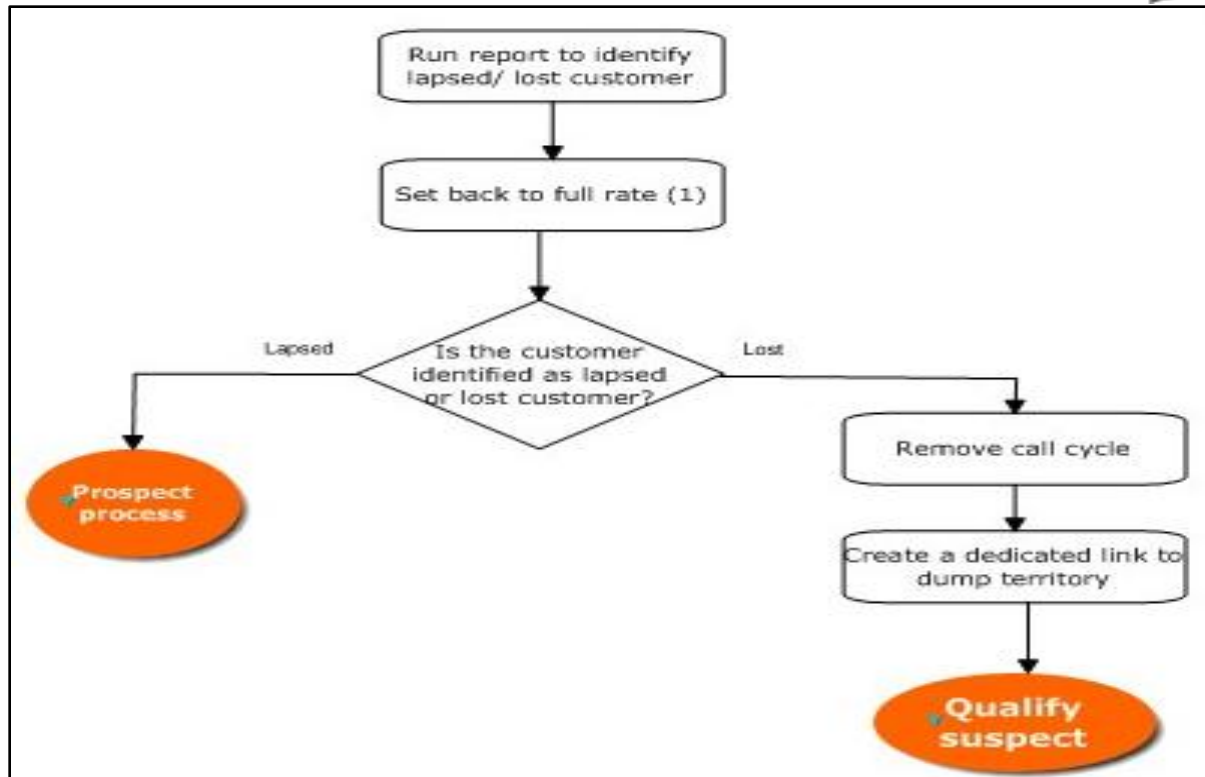


Figure 1.5: Lapsed/Lost Customer Process

The best way for IS & FS to manage Lost customers

Lost customers should be requested for removal from a Sales Territory if the customer is:

- Bankrupt / Liquidated
- Has no need for TNT's services at all

If the Lost customer does not meet either of the above criteria it should be treated as a prospect

Re-activated customer : Is a lapsed customer who starts to trade again.

The Selling Cycle:

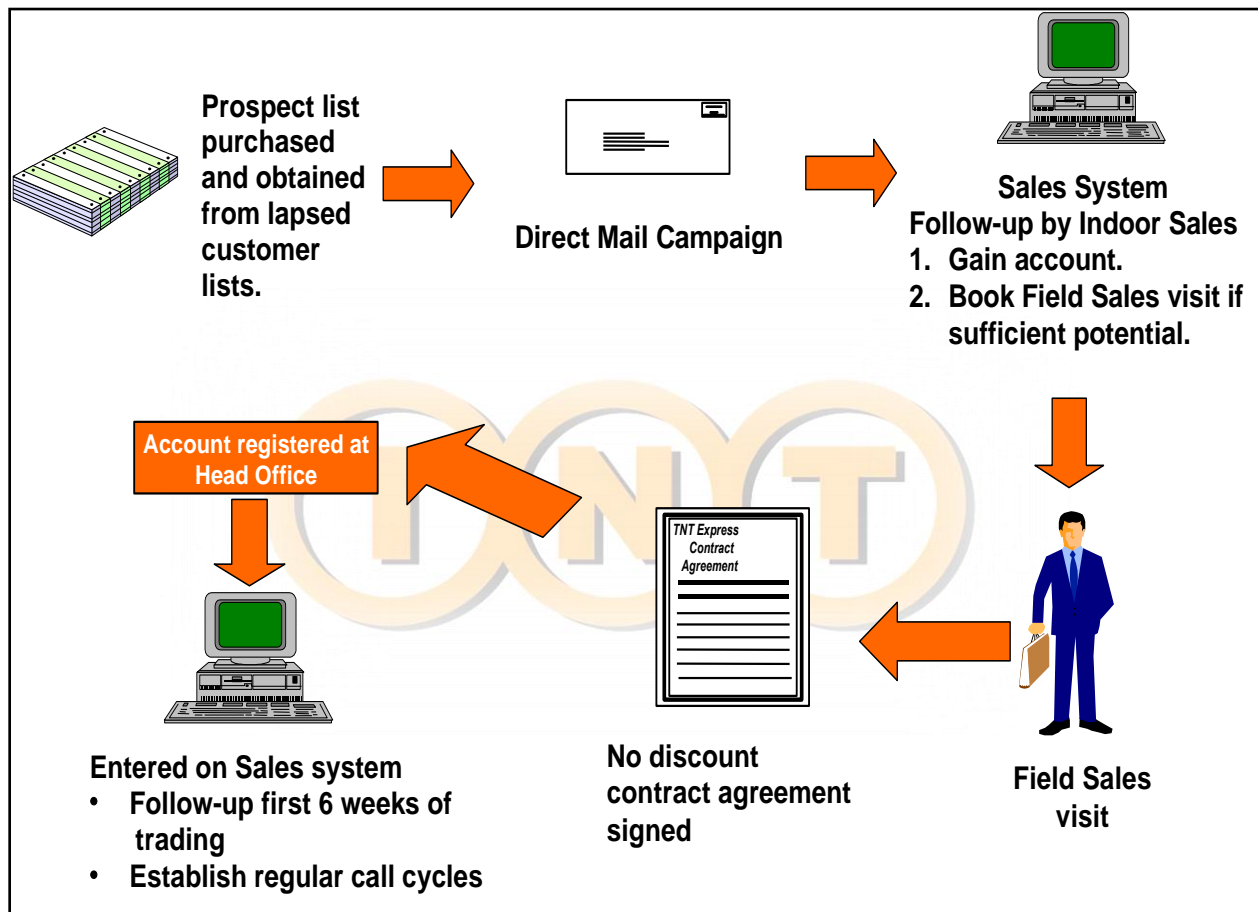


Figure 1.5: Selling Cycle of TNT Express Bangladesh

The selling cycle or process starts from the list of lost customer and Prospect list purchased. Then send direct mail to the customer. The sales system has different approach, gain account through mail confirmation and if the potential is sufficient then the field sales executive go for visit and work for contract agreement signing with the customer. After the signing the company name and other information go for account registration. Account registration held on the head office Dubai. They give global account number for the company by which number word wide

TNT Express will recognize that company. Then the sales of TNT Express Bangladesh update them in sales system

Form the sales system indoor sales follow up the customers. The follow up is conducted first six week of trading. Even after the sixth week the sales team maintains regular call cycles. The regular call plan creates good relation with customers.

4.i. Sources For Prospect Generation:

- Trade guides
- Inbound consignments
- Referrals
- Newspapers / Trade Magazines
- Banks (Specific to India)
- Internet
- Cold Calls
- Trade fairs and exhibitions
- Following the competition



4.j. The things which hold back selling of TNT Express:

1. Payment collection
2. Travel time
3. Database quality
4. Reports required by management
5. Number of internal meetings
6. Lack of telephone lines means ISE unable to dial out
7. Customers unhappy with CS
8. Customers unhappy with the Driver or Collection & Delivery times
9. Field Sales & Indoor Sales constantly contacting each other throughout the day

These are the things which holding back the selling of TNT Express Bangladesh. But they are tiring to recover these lacking.

Recommendation:

More investments in the marketing activities:

TNT Express Bangladesh should focus on Advertisement media such as billboards, TV Ad, Leaflet Distribution, Sponsoring events instead of just Direct Selling. Although against the TNT Express parent company policy but this is required in the aspect of Bangladesh.

Launching of more packages:

TNT Express offers various packages in other parts of the world such as Med Pack, Economy pack, Mango pack. This would enable the company to compensate for the rate problems that are occurring and also focus on various market niches instead of just Corporate Clients.

TNT Express Bangladesh website:

Since TNT Express parent company has such an extensive and world class Website, it is very necessary for maintaining the image and exclusively promoting the organization, its services and also aiding the customers it should have a similar interactive and remarkable website of its own.

Usage of updated software's, intranet, internet and other technical facilities

For better and faster communication among all the departments and various branches through out the organization TNT Express must have to provide updated software's, intranet, internet and other technical facilities.

Introduce health care service:

In a highly regulated marketplace, TNT Express should introduce healthcare solutions to support manufacturers in the pharmaceutical, medical device and hospital supplies industries, in multi-temperature environments across the world. DHL has already offers a complete range of supply chain management services to manufacturers in the pharmaceutical, medical device and hospital supplies industries

Global mail service:

In Bangladesh TNT Express should provide global mail service system that ensures customers have control and visibility of their supply chains at all times. It also time consuming for the company. Company can easily make contract through mail not going to the door.

Logistic support facility:

Logistics Services provide access to systems that ensure customers have control and visibility of their supply chains at all times. Products can be tracked, queried and ordered online. To enter these systems and ensure security of information, log-in details and passwords are required. TNT should introduce such types of service to make their service more reliable.

Conclusion:

The report based on the marketing and sales department of TNT International Express Bangladesh. TNT is a quality company and its gives highest value to the quality of its sales and customer service; it values its customer and their demand but don't compromise with its quality. As a result, TNT has grown from virtually nothing to become one of the leading express delivery companies in the world in a very short space of time. The techniques trained by the TNT management are quite common and also attractive to some extent. It has variety of products and services to fulfill the needs of all types of customer. It believes in the differentiation strategy and don't give much concern about the cost leadership. There is no economies of scale in this type of business which encourages its management to follow this type of strategy. It prices higher than many other companies operating in the same industry with higher quality and grabbing a significant portion of the market share. It has some unique strategy to grab to maintain sustainable profitability. But these strategies and techniques are not always very useful in Bangladesh. Because people here not only value the higher quality of the service, but also prefer getting it at the lowest possible cost. If TNT thinks about this more seriously, they will be able to make more profit in future. Corporate governance condition in TNT is fair and with a more participation in corporate social responsibility, it could establish such goodwill that will help it to get sustainable competitive advantage over other competitors.

Reference:

<http://www.tnt.com>

www.movingtheworld.org.com

Text book:

Marketing Research an Applied Orientation by Naresh K. Malhotra

Marketing Management by Philip Kotler & Kevin Lane Keller

