

Report on
Impact of digital sales marketing and traditional sales marketing on
the purchase decision process in the software industry

By
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An internship report submitted to the Brac Business School in partial fulfillment of the requirements for the degree of Bachelors of Business Administration.

BRAC Business school
BRAC university
May 2023

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Declaration

It is hereby declared that

1. I am the author of the internship report that was submitted as part of my degree program at BRAC University.
2. Except where properly referenced by complete and precise referencing, the report does not include previously published or written by third-party material.
3. No material that has been approved or submitted for another degree or diploma at a university or other institution is included in the report.
4. I have given credit to all major sources of assistance.

Student's Full Name & Signature:

Mst. Sadia Akter Ria

Supervisor's Full Name and Signature:

Raisa Tasneem Zaman

Senior Lecturer, Brac Business School

Brac University

Letter of transmitter

Raisa Tasneem
Senior Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka – 1212

Subject: Submission of internship report on, “Impact of digital seals marketing and traditional seals marketing on the purchase decision process in the software industry”.

Dear Mam,

Being given an internship program at Sigma Solutions to study the effects of traditional sales marketing and digital sales marketing on the software industry's purchasing process was an honor for me. In addition, I'm submitting an internship report, which is necessary for me to finish the BBA program.

The report that follows details my observations and learnings from this internship program. My supervisor at Sigma Solution was really helpful in educating me about the ins and outs of the business world, and the workforce there was also quite cooperative. I followed their instructions while also putting the skills I learned in my BBA program to use. Additionally, I'm happy to explain any inconsistency that might appear in the report.

I appreciate your helpful collaboration.

Sincerely yours,

Mst. Sadia Akter Ria

ID: 19104138

BRAC Business School

BRAC University

Date: April 12, 2023

Acknowledgment letter

I would first and foremost like to express my sincere gratitude to the Almighty for his mercy toward me. I would then extend my gratitude to my internship counselor for her unfailing support and direction. She was there immediately, helping me find an internship and then assisting me through the entire program. Without her, it would be impossible to complete the internship program within the allotted time and in such a satisfactory manner. She inspired me to put in a lot of effort, and she was accommodating throughout.

My sincere thanks go to BRAC Business School for establishing such a fantastic program and giving me the chance to learn and then consider the experience I gained during my internship program. In addition, I want to express my sincere gratitude to Shakib Rahman, my line manager, and Amina Afroz, my supervisor, for teaching me about my job and the duties of the HR department. He also gave me comments regularly, which inspired me to work more and learn more. He was also very helpful in sharing his knowledge in the business world and offering guidance on how to make future-wise career decisions. He has provided me with priceless knowledge. I appreciate you continuing to put your faith in me for these newly opened, critical tasks.

Moreover, the whole HR team deserves my appreciation for supporting me and cooperating with me to achieve my purpose. I would also like to show my appreciation to all of my colleagues at sigma solution Bangladesh, who have given their precious time and information to assist in the successful completion of this paper.

Last but not least, my special appreciation and love go to my parents, brother, and well-wishers for supporting me throughout the program. Whatever I am today is because of their blessings.

Executive summary

The knowledge I gained during my four-month internship at Sigma Solutions is the basis for this report. Sigma Solution is a software company that makes software solutions for the organization. The report's readers will have a clear understanding of Sigma's solution. This report is, divided into 3 chapters, in these chapters, I discussed the organization information, as well as the marketing ways how this which way is better for our company, we find out that after doing primary research. The goals for creating this report are listed in the section that follows. I also discussed the various learning horizons and associated restrictions. I've also provided a history and overview of the company sigma solutions. Readers can understand clearly by reading this section, you can get a sense of Sigma Solution's background and its goal & vision. Here, using both primary and secondary sources, data were acquired.

Going on, I have investigated the different elements both internal and external elements that might affect the operation of the Sigma solution. I conducted a SWOT evaluation. Then I talked about my experiences at Sigma Solutions and how they helped me build my skills. The type of marketing they require and how marketing strategies can affect the purchasing process are other considerations. Knowing the sales market, how sales are practically generated, and what academic ideas I'm going to employ in this context were some of my key objectives while working at Sigma Solution. The final section of the report includes the conclusions, suggestions, and findings.

A few concepts have been put out to support my findings.

In summary, I found it to be a pleasant experience to work as an intern at Sigma Solutions. I feel incredibly fortunate to be a part of such a lovely group of people who have continuously made this new place's working environment comfortable. Finally, but most importantly, I see this as a turning point in my soon-to-be-starting professional career.

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Chapter 1: Overview of Internship



1.1 internship information

1.1.1

Company name: sigma solution

Department: intern as a salesperson

Address: 5th floor, Abedin tower, At35, Kamal Ataturk Avenue,
Banani C/A, PS- Gulsan, Dhaka-1205

1.1.2

Internship company supervisor information

Name: Mustafizur Rahman

Position: CEO

1.1.3

Job scope:

Responsibility: Find out potential clients for the new project

Meet with them and try to on-board them

Maintain clients and keep the tracks in an Excel sheet

Assis to develop new strategies and participate in company strategic planning.

Provide strategic support to achieve the key milestone.

1.2 Internship outcome

1.2.1 student's Contribution to the Company

Without a doubt, as a sales representative for a software company, your main contributions will center on the following crucial areas:

1. Revenue growth - Your major duty will be to boost sales prospects, close transactions, and fulfill sales quotas and targets to raise the company's revenue.
2. Lead generation - To increase conversions and income, it will be your responsibility to find new customers and nurture leads via convincing communication.
3. Establishing connections - As the company's face, you will need to establish solid, enduring connections with customers by being proactive in your approach, being aware of their needs, and providing excellent customer service.
4. Sales strategy - As part of your responsibilities, you must create and implement a sales strategy that support the company's objectives, ensuring that they are carried out efficiently and on time.
5. Collaborating with cross-functional teams - To make sure that their wants and complaints are promptly addressed and that opportunities are exploited, you will need to engage closely with other departments including marketing, engineering, and customer support.
6. Industry expertise - In your position, having a solid grasp of the landscape of the software industry is essential. Being up to date on market trends, competitor moves, and regulatory developments will help you stay ahead of the curve.

In conclusion, you will be the main force behind the company's revenue growth, bringing in new business, cultivating trusting connections, and working with teams to make sure that the company's goods and services live up to client expectations.

1.2.2 Benefits to the student

Students must complete an internship program in a business as a requirement for their undergraduate degree. As a result, I now have the option to complete the four required credits for the BBA degree thanks to this internship program. Additionally, this made it possible for me to gain real-world experience in my intended field of work. It's a recognized curriculum developed to prepare students for the demanding job market of today, where every company offers top consideration to candidates with relevant work experience. I had the opportunity to develop my talents and learn as much as I could about my line of work throughout these four months. Also, I had the opportunity to push myself every day in the context of a genuine work setting, which helped me recognize my abilities. It improved my understanding of my skills and weaknesses, and as a result, I am better able to utilize my abilities and more quickly overcome my flaws. That forced me to step outside of my comfort zone, which was necessary to make the most of any opportunity to advance.

Also, my experience reaches a higher level while working with a fantastic team where I could draw greatly on the inspiration of my coworkers. I discovered that, with the correct effort, it is possible to make the best of every circumstance.

1.2.3 problem difficulties (faced during internship)

Even though I count it a blessing to work and study in such a supportive atmosphere, some restrictions are beyond our control or area of competence. The first and most difficult part of my internship is doing a course with it. It is a hustle for me as a student and a working person balancing both of these is a tough job for me. Secondly, sales itself is a very frustrating job. Chasing a target number of seals is the toughest thing. So, preparing yourself to do this job is the first thing to do. Some restrictions presented me with fresh difficulties, but when I viewed them as a part of my learning process, I was able to quickly overcome them. Being a novice, adjusting to a new environment made me anxious at first because I was unsure of how to act and encircle anything. The best aspect, though, is that over time I gradually learned how wonderful this area is and how hospitable the people are. My confidence was further bolstered by this. I also found it difficult to

maintain a life outside of work because this was my first true encounter with the corporate world. I yearned to spend more time with my loved ones and friends.

Yet, as time went on, I began to enjoy my time at work.

1.2.4 recommendation (to the company on future internship)

The most pleasant work atmosphere may be found at Sigma Solution in this extremely competitive job market. However, I've discovered that they rarely hire a permanent employee in their business development department, which is why they struggle in the management and developing sectors as well. I was shocked by the principle they hold at the center of their behavior, which is development. As a result, they can plan their business development here by hiring an intern. I therefore believed that the company should provide new hires greater opportunities to experience the workplace. This will not only give young people new opportunities, but it will also question established practices in the firm and infuse them with new, fresh ideas. Moreover, by adopting the viewpoint of the nation The market leaders of the future may be the interns of today with a modest work function. The lessons students learn here can easily change the conventional thinking of Bangladeshi software businesses in the long run and persuade them to adopt a more upbeat and inviting work atmosphere, increasing employment prospects throughout the entire nation.

Chapter 2: Organization part

2.1 overview of the Company

Overview of Sigma Solutions Ltd:

Founded in 2018, Sigma Solutions is a software development company that excels in the area of computer vision, artificial intelligence (AI), deep learning (DL), and machine learning. We are implementing excellence in business organizations by introducing cutting-edge technologies utilizing ML, AI, and DL. We are a team of passionate individuals to add value to organizations to create a world of predictive & forecasting analysis. Our core focus is to provide products and services of the highest quality at a competitive price that attains the highest possible customer satisfaction.

Vision, Mission, and Values at a Glance:

Vision:

Enable business to grow exponentially with the help of the latest technology

Mission:

Staying at the forefront of technology and utilizing the latest tools and methodologies to deliver innovative solutions.

• Fostering an environment at work that is encouraging to team members' personal and professional development.

Business Partnership.

Enrich global reach.

Values:

The Values are integrated into 4I those are:

- Integrity: A commitment to honesty, transparency, and ethical behavior in all aspects of the business.
- Innovation: A commitment to staying at the forefront of technology and searching for a new way of doing things.
- Involvement: Active participation and engagement of stakeholders.
- Insight: understand and comprehend something deeply and clearly, especially through intuition or perception.

2.2 Marketing practices

Sigma Solution is a startup company that started its operation in 2018. Sigma Solutions already work with many reputed companies like Robi, Rokomari, Headman Academy, and so on. The main marketing strategies they are using to reach out to their clients are the traditional ways of marketing. They have salespeople to reach out to their potential clients. Sales person used to do primary research about a client and went to them with the demo of their software if clients like the products they do further meeting with them but the purchasing software.

Also, the CEO of Sigma Solution thinks that in this software industry, it's better to go and meet with the clients in person. It helps to build more trust, make effective communication, and build good relationships with buyers and customers. But the CEO also has a plan to expand more in digital ways as well when their budget will be increased. Nowadays people use more online so in primary research sales salespeople have that advantage if the clients already know them and can recognize our brand name.

With the mix of both ways, the marketing strategies of the company will be stronger.

2.3 Industry and Competitive Strategy

SWOT analysis:

During this internship, I studied the organization's activity and its root-level operations on the other hand, referring to Sigma Solutions Ltd its profile based on customer's perceptions of this

SWOT analysis is done.

□ Strength:

- i. The ownership structure of the organization
- ii. Strong base of regulatory capital. Lowest cost-to-income ratio.
- iii. Confining command and control at a very minimum level.
- iv. Persistent focus on financial inclusion.
- v. Ongoing reputation/brand management.
- vi. Delightful customer experience.
- vii. Deep culture of product/service innovation.
- viii. Uncompromised governance / regulatory alignment.
- ix. Competent and experienced employees.
- x. Continuous personnel training, both on and off the work, and ongoing financial assistance for technological advances.

□ Weakness:

- i. Concentration risk due to large amounts of corporate loans from the bank.
- ii. Diversify our geographic and sector-wise concentration risks.
- iii. Competition between similar firms in the same sector.
- iii. Continuous improvement is needed in the business model and development.
- iv. Maintain ongoing communication with our regulators.
- v. Be aware of regulations landscape changes and be well-prepared for their implementation.
- vi. Increasing the liability for limited partnership business.

• Opportunity:

- i. Increase in experience and brand value due to the consistent growth of the firm.
- ii. Enhance customer engagement for sector-based service.
- iii. A large number of experienced human resources.
- iv. Develop customers by corporate ethics.
- v. Cutting-edge technology in application.

□ Threats:

I. Cybersecurity threats are a possibility in the IT industry. Consequently, Sigma Solutions is improving its IT infrastructure.

II. There are a lot of rivalries because so many new businesses are entering the market. To address this issue, the firm is investing in the finest performance from the workforce.

III. Focused efforts on improving customer service, through reducing loan TAT for eligible borrowers.

IV. Regulatory threats are minimized by the organization through timely communication action.

2.4 Commitment of Sigma Solutions:

- Pay attention to customer satisfaction

Committed to providing SMEs (small and medium-sized enterprises) with the best technology solutions

Corporate, government, and individual clientele are included.

- Making plans to adapt business practices to changing consumer needs.
- The use of contemporary technologies and a high level of professionalism in catering.
- Establishing and preserving lasting connections based on trust.
- Embodying the values and convictions of our clients.
- Expand as our clientele does.
- Providing competitive prices without additional fees.
- Ensuring the safety and security of our clients' belongings that they have entrusted to us.

2.5 Summary and Conclusion

You will have the chance to work with seasoned experts in the software business as an intern at Sigma Solutions. Assisting with numerous tasks like project management, market research, data analysis, and documentation will be among your main duties. You will have the chance to learn about testing procedures, programming languages, and software development strategies. You will also be urged to offer fresh suggestions and join the team in brainstorming sessions. The success of Sigma Solutions depends on your work as an intern, and you'll gain skills and experience that will be useful for any future employment prospects in the software sector.

2.6 Recommendation / Implication

As an intern at the software business Sigma Solution, there are several things you can suggest to your coworkers to foster their growth and development. Five suggestions are provided below:

1. Participate in training and development programs: Sigma Solution provides its staff with training and development programs. Urge all staff to enroll in these courses so ever everyone can advance their learnings.
2. Take part in team-building exercises: These exercises enhance communication and collaboration, establish a feeling of community, and assist to create a healthy work atmosphere. Urge all members to take part in these company-sponsored events.
3. Take initiative on projects: Encourage all staff to take the initiative on tasks outside of their job descriptions by encouraging them to take on projects on their own. This enables them to acquire new abilities and experience in various area
4. Request comments for improvement: Getting feedback from clients and bosses is one of the best strategies to advance. Encourage your clients to give feedback on how all are doing so they may utilize it to sharpen their abilities and expertise.

5. Work together: Encourage all the employees to work together to share ideas, information, and talents with the rest of the team. This fosters innovation and promotes a pleasant workplace atmosphere.

All employees will be able to enhance their performance, knowledge, and abilities by implementing these suggestions, and they'll be able to foster an environment at work that encourages growth and development.

Chapter 3

3.1. Introduction

Companies in the software sector are always competing for the attention of potential clients in today's dynamic business environment. The way businesses promote and sell their products has changed along with the development of digital technologies. The rise of citizen digital sales has transformed the dynamics of the purchasing choice process and made software items easier for customers to obtain. In software industries especially in startup base software companies do not have that that much money that they can put a lot of on marketing. So, eventually, they have to go for the cheapest way. As our company sigma solution right now, we are now doing traditional seals marketing where we only depend on person-centric sales marketing. Though in our country most of our clients are not familiar with our products so person-centric seals marketing which we can call traditional sales marketing works for us. On the other hand, if we do digital marketing, we can reach lots more customers and customers also can know about us easily. Sales marketing strategies have an impact on the client's purchase decision process as building relationships between sealer and customer, value-adding products, product quality, and after-sales services these all create an impact on the purchase decision. The process of how we deal with our clients is an important fact that is important for clients to make their decisions.

Literature review

This analysis will help to know which way of seals will be more effective, the customer buying decision process will come enlightenment. Also, which way of seals is much more effective for

the software industry? In previous years, lots of researchers researched these topics and they tried to explore more about marketing strategies and consumer behaviors, and their buying processes as well. Digital marketing also increases online shopping. A consumer can use online tools to compare costs without having to physically visit various establishments or rely on newspaper ads or circulars. The Internet allows users to search for and get the information they need.

According to (Raluca Dania,2016) blending both marketings, also thought that their lots of advantages to using both techniques like inbound marketing and outbound marketing advantages like cost efficiency, infinite audience, and adaptability for online advantages, offline could be the faster result, the level of trust with clients, durability. In India, people are benefitted from using digital sales marketing because they can get an easy way to connect with their consumers, also have a vast number of clients in one platform, and durability is not a problem. They see a radical change in India towards digitalization (M Bala, D Varma 2018).

face-to-face interactions have been quite important at some point during the purchasing process. Yet, industry analysts claim the breakout of COVID-19. This situation has been irreversibly changed by the epidemic. Other sales channels, such as phone calls and virtual meetings have to take the place of in-person meetings to reduce excessive travel by sales personnel (vanninen j,2022). Virtual sales, as described by Gartner (n.d.), are "the set of processes and technologies by which salespeople engage with customers remotely with both synchronous and asynchronous communications." This online method of selling falls under this umbrella. Nonetheless, the epidemic has long used digital channels: Anderson et al (2021) assert that previous to COVID-19, high-efficiency businesses Integrated online platforms for customer interactions and that customers were already undertaking product research online before speaking with a salesperson.

As per (J.Hoch, K.linner, and Muller, 2000) in 1999 Mckinsey surveyed 100 software companies and they found out these software companies had demanded in the market but faced a problem with product internationalization, sales and marketing, pay, and stock option.

3.1.1 Objectives

Broad objective

Our main objective is to find out which way of sales marketing is much more effective for customers' buying decisions process and also to determine which sales marketing is better for the software industry.

Specific objective

To understand and analyze sales marketing ways

To showcase the importance of sales marketing in the software industry

To investigate which sales marketing influence better to make buyer purchase decision process

3.1.2 Significance

Digital sales marketing and traditional sales marketing both have a significant impact on the purchase decision process in the software industry. In this internship report, we will discuss the significance of these two types of marketing strategies in detail.

Digital Seals Marketing

A relatively recent marketing strategy called "digital sales marketing" uses internet venues to advertise software items. Digital seals are used in this type of marketing to assure potential buyers of the validity, security, and caliber of software goods. Customers are reassured that the software they are buying is authentic and has been tested and certified by these digital stamps, which serve as endorsements.

The software industry's purchasing process is significantly impacted by digital sales marketing. The use of digital seals can build customer trust and confidence, leading to increased sales of software products. It also allows software companies to target a larger audience, as digital marketing is accessible to anyone with an internet connection.

Traditional Seals Marketing

The application of physical seals and certifications to software products is referred to as traditional sales marketing. Potential clients might be assured by these seals that the software products are genuine, secure, and of high quality

The software industry's decision-making process is significantly influenced by conventional sales and marketing strategies. Physical seals and certifications can promote consumer trust and confidence, which can boost software product sales. Also, since customers who prefer making physical purchases may still access and buy software, it enables software producers to attract a wider audience.

In summary, the software industry's purchase decision-making process is greatly influenced by both traditional and digital sales promotion. The use of marketing strategies that provide assurance and build customer trust and confidence increases the likelihood of software product purchases. Software companies need to utilize both digital and traditional marketing strategies to target a broad audience and maximize sales of their products.

should be knowledgeable about every branch banking procedure. to gain practical experience that will help us in our daily life. to understand how the other departments of the branch function. should be informed of the advantages and disadvantages of the bank.

3.2 Methodology:

Primary data: The data are collected from the branch where I am assigned.

Secondary data: The data are collected from the internet and other publications.

For this report, I will be using questionnaires to collect data from clients, also those people who are from the software industry. The technique I will use is descriptive and probability sampling. The methods of data collection will be

Questionnaires and surveys, Observations, publications, documents, and records.

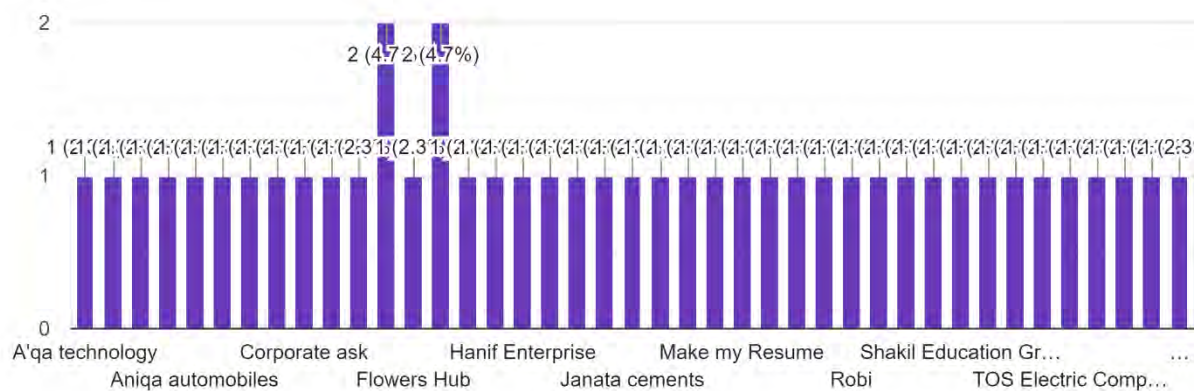
Finding and analyzing

All of the information acquired during primary research will be covered in this section. The data from Google Forms will then be calculated and presented in the analysis. I'll use a visual technique to present the data and provide the findings.

In the first question, we asked the company name of our clients to be more clear about the fact that which kind of companies reviews are which type of.

1. Company name?

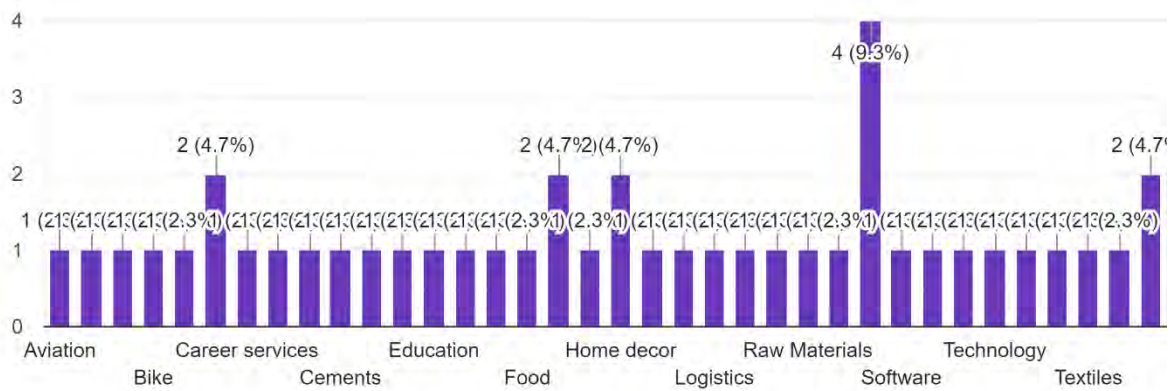
43 responses



here, in the first question, we get the company names.

2. Which industry do they belong to?

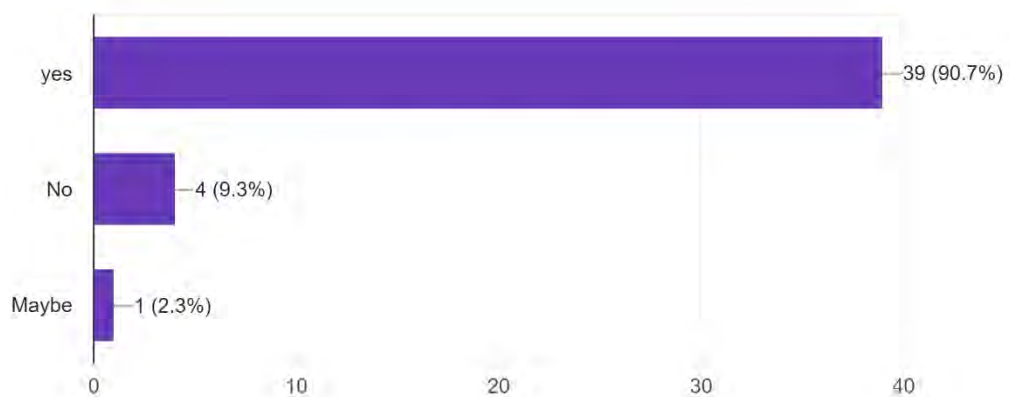
43 responses



Here, we asked for the company's industry, as we are a software-based company. we provide solutions for companies so that they could grow more. Also, the purpose to give this question is to be clearer on the further questions.

3. Are call center software solutions preferable for medium to large companies?

43 responses

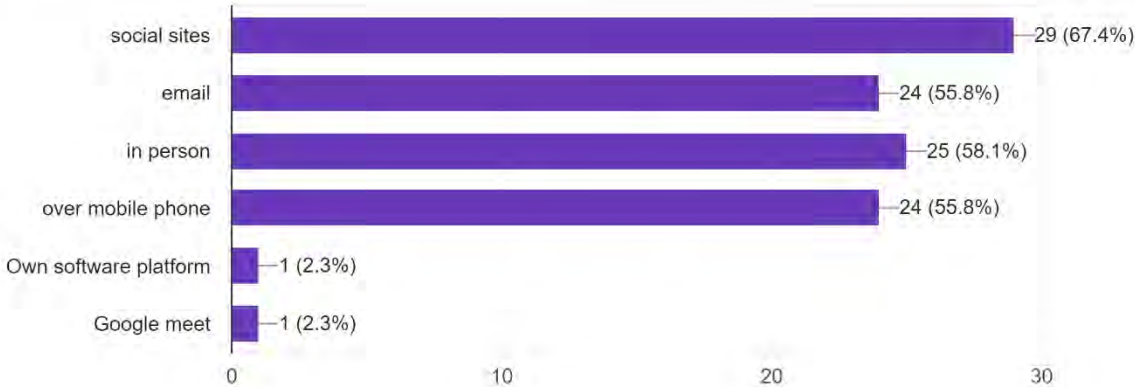


In this question we asked for which type of company they think our solutions will perfectly fit in. and according to their response, we can see it 90% of our clients are thinking that yes for medium

to large companies, our software will be perfectly fit. On the other hand, (9.3%) of people think it will be not preferable for these medium to large companies only. Also,2.3% of people think that it can work.

4. In which medium do you like to meet or connect with your sellers?

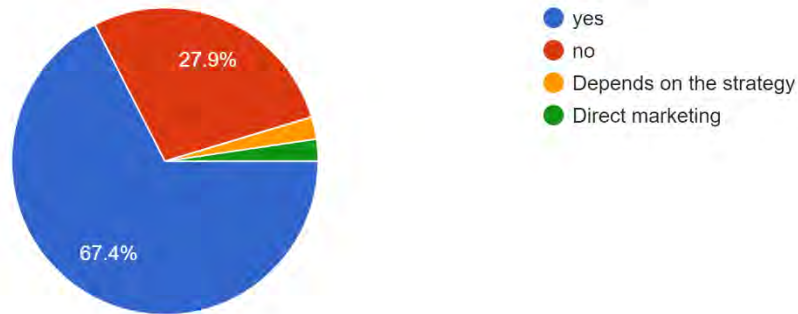
43 responses



This chart shows that 67.4% of people think that they will like to connect with us through social sites. Secondly,55.8% of clients would like to connect by email,58.1% of client wants to meet with us in person, also 55.8% wants to connect with us over the phone, moreover, 2.3% and 2.3% people want to connect with us on own software platform and google meet.

5. Do you like any other sales marketing strategies except traditional or digital?

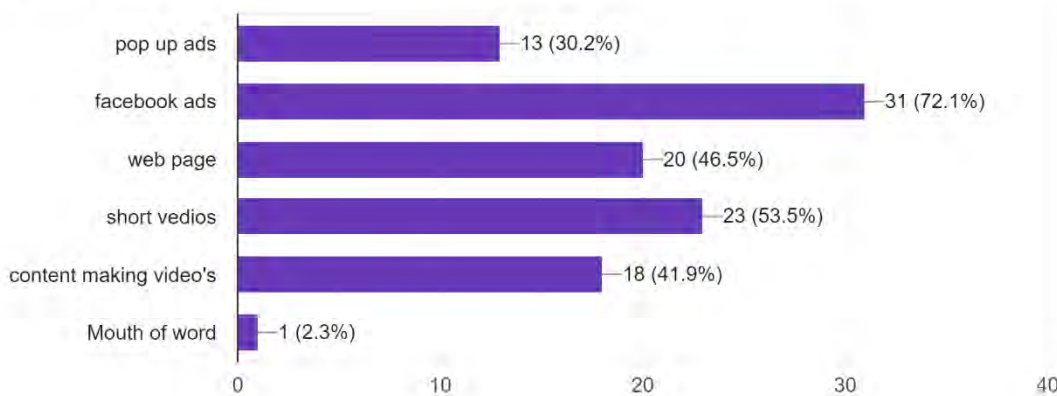
43 responses



In this question, we asked our client if they have any other preference in sales marketing except traditional or digital marketing, in response to this question we notice that 67.4% of people say yes to it they like to use other sales marketing strategies. 27.9% of people say no they will like traditional and digital sales marketing.

6. which digital sales marketing ways you will be prefer most to purchase software?

43 responses

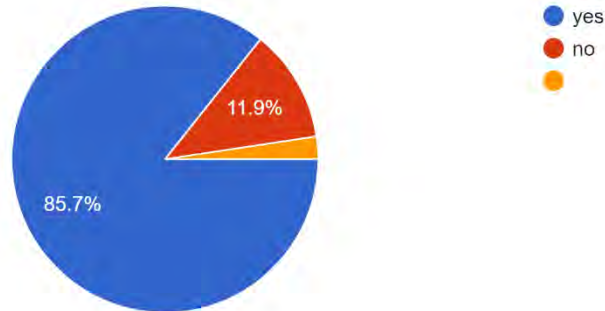


In the next question, we asked them which way of the seals marketing in digital marketing they will prefer, most of the client 72.1% client prefer Facebook ads, 53.5% people like videos 46.5%

people like web pages,41.9% of client content making videos, 30.2% will like to popup ads mostly 2.3% like to prefer purchase on the mouth of the word.

7. Do you like our company's current sales marketing system?

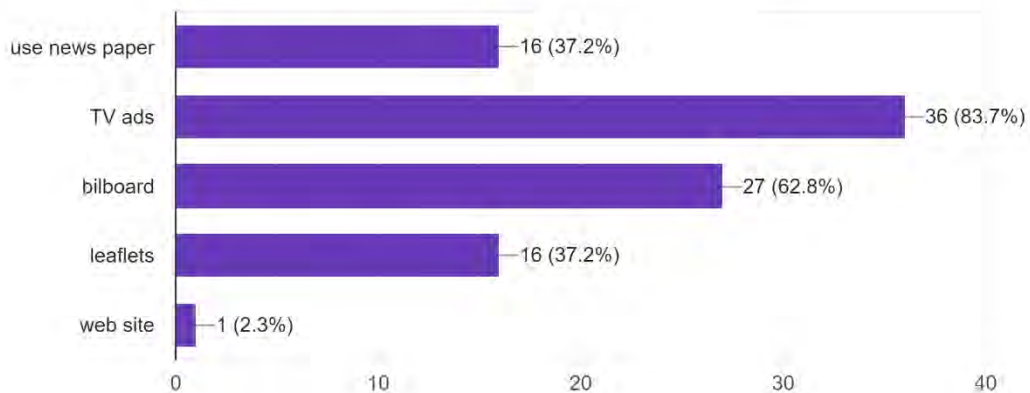
42 responses



In this question, we asked our clients if they like our current sales marketing system or not and 85.7% of our clients are satisfied with our company's sales marketing system. In addition, 11.9%clients are yet not satisfied with our current sales services and as the pie chart shows us their response is no.

8. which traditional sales marketing way you will prefer most?

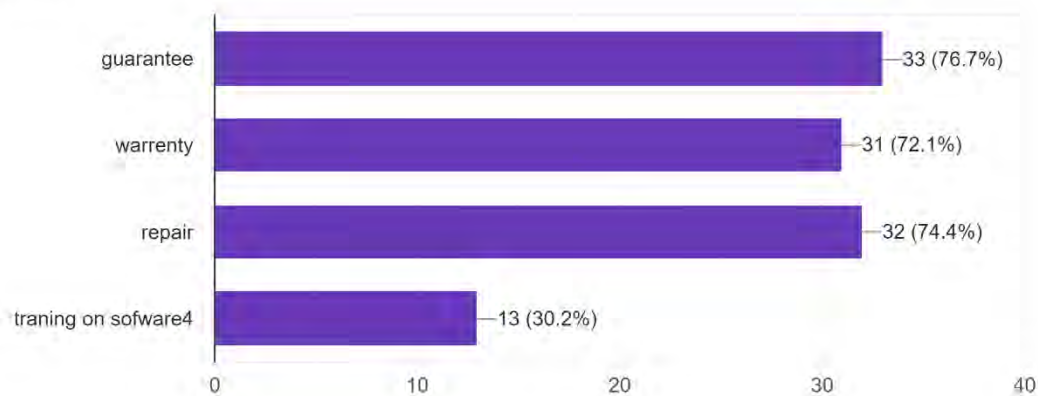
43 responses



Here, in this chart, we can see that 83.7% of people like tv ads among all the other ways of traditional sales marketing, secondly, 62,8% of clients like billboards, thiredly37.2% each preference for both newspapers and leaflets and lastly, 2.3% for the web sites.

9. which services you expected from us after sales?

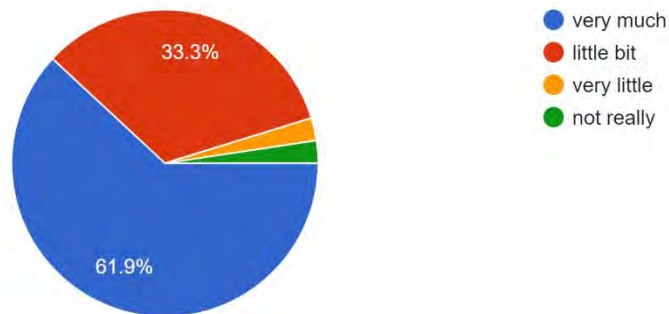
43 responses



In question 9, we can see we asked our clients about the expected services they want from us after such a purchase most people want a guarantee of 76%, next by giving 74.4% on repair and warranty so 30.2% of clients want training after sales after sale e our software to them.

10. How much does sales marketing affect your purchase decision process?

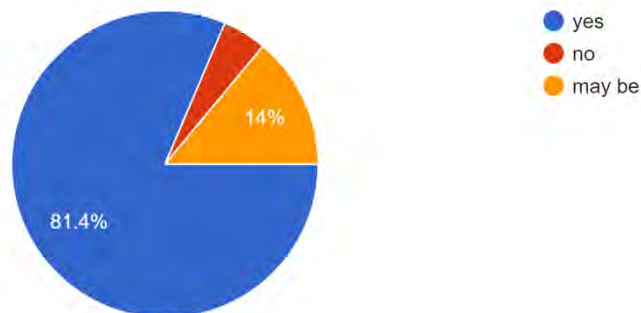
42 responses



In this pie chart, we can see the response to the question how much sales marketing strategies affect the purchase decision process 61.9% of clients say very much, and 33.3% of clients say a little bit.

11. Are applying both traditional sales marketing and digital sales marketing will be effective for our company

43 responses

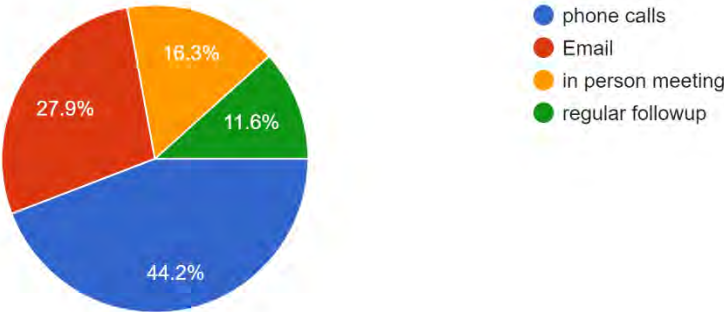


In this we asked our clients if we use both of the strategies for our clients, this will be more effective or not and the answer to this question come out this way that 81.4% of people think that it will be working out for us and 14% people think that it will be not working out for us.

\

12. which way of communication you want to have with us after sales?

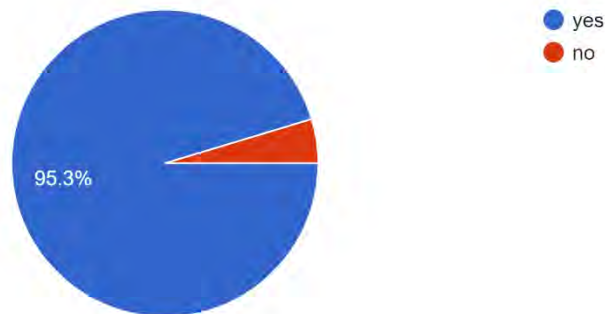
43 responses



Here in this question when we can get feedback about our clients about which way of communication they want after sales 44.2% of people say they would like to use a phone call, the number comes down and 27.9% people said they want to go with email, similarly 16.3% people said they would like to go with in-person meeting and lastly 11.6% clients said they want to communicate through regular follow up.

13. Are you satisfied with our person-centric sales marketing strategy?

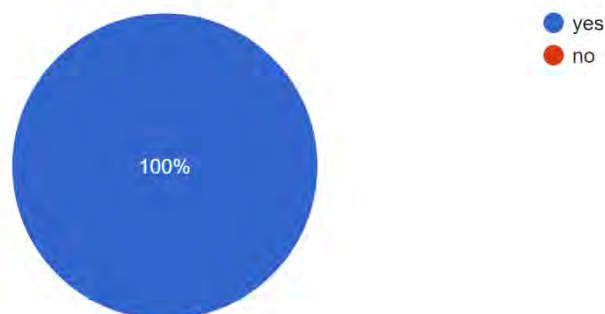
43 responses



In this second last question, we asked our clients according to our person-centric sales marketing whether they are satisfied with it or not, and 95.3% of our clients of ours said that they are satisfied with our person-centric sales marketing.

14. Are you want value adding or call-to-action sales strategies?

42 responses



And in the last question review shows us that, 100% of clients want call-to-action sales strategies.

3.3 Findings

According to the broad objective, we need to find out which way of sales marketing is much more effective for the software industry and also which way will affect more in the buying decision process traditional sales marketing or digital sales marketing. As our survey result shows us, our client wants person-centric sales. so, we need to keep that, also they prefer to add both traditional and digital sales marketing. According to the primary research result, we can see some elements of digital and some ways of traditional sales they preferred and rely on. So, the mix of these two sales ways will be the best sales marketing strategy for the software industry. After seeing the response, it's visible that sales marketing is important for the software industry with buyers being influenced by both of the ways they feel relief with in-person communication and also influence by the digital sales markets ways like pop-up ads and content, short ads.

3.4 Summary and Conclusion

We may conclude that both play significant roles in influencing customers' decision-making after researching the effects of citizen digital sales and traditional sales marketing on the software industry's purchase decision process. Customers can benefit from the ease, real-time support, and a wide range of options from digital sales.

select from. On the other hand, conventional sales methods, including going to trade shows and speaking with salespeople in person, provide customers with the chance to get to know the seller and develop a sense of trust.

To optimize their reach and impact over potential clients, businesses in the software industry should integrate both traditional and digital sales methods into their marketing mix. That goes beyond just being convenient.

3.5 Recommendation and Implication

Here according to the survey analysis, the things we can are

- First can use both sales marketing strategies traditional and digital.
- Secondly, can use their preferable ways for the marketing strategies like Tv ads, billboards from traditional and Facebook ads for digital
- Need to keep person-centric marketing one of the mains for this is they like to communicate in person.
- The after-sales services need to be kept
- As they feel sales marketing strategies have an impact on the purchase decision process for that reason we need to become careful about our marketing strategies

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