

Field sales force

The field sales force includes a company's activities aimed at establishing direct contact with potential customers and maintaining relationships with existing customers. The aim is to market products or services and close sales.

The field sales force can perform various marketing tasks in order to increase a company's sales and market presence. This includes customer acquisition, customer care, product presentation, sales negotiations and market observation.

The sales force can also use various promotional marketing tools, including sales brochures, product samples, presentation materials, business cards and merchandising materials. The exact selection of advertising materials depends on the company's industry, the product or service and the target group.

Booking options

- | | | |
|---|---|--|
| <input type="checkbox"/> Demo booking tool* | <input type="checkbox"/> Programmatic advertising | <input type="checkbox"/> Marketing portals, Marketing automation platforms |
| <input type="checkbox"/> Service provider | <input type="checkbox"/> Self service tool, media buying platform | |

Partner services in the market overview

Demo-Service (Demo-Provider)

Media segment

- | | | |
|---------------------------------------|---|---|
| <input type="checkbox"/> Internet | <input type="checkbox"/> Out of home, digital out of home | <input checked="" type="checkbox"/> Household, office |
| <input type="checkbox"/> E-commerce | <input type="checkbox"/> TV, cinema, moving image | <input type="checkbox"/> Internet of Things |
| <input type="checkbox"/> Social media | <input type="checkbox"/> Radio, audio | |
| <input type="checkbox"/> Mobile | <input checked="" type="checkbox"/> One-to-One | |

Media type

- | | | |
|----------------------------------|--------------------------------|--|
| <input type="checkbox"/> Digital | <input type="checkbox"/> Print | <input checked="" type="checkbox"/> Analogue |
|----------------------------------|--------------------------------|--|

Target group

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> Business-to-Business | <input checked="" type="checkbox"/> Business-to-Consumer | <input type="checkbox"/> Business-to-Employee |
|--|--|---|

Marketing objective

- | | | |
|--|--|---|
| <input type="checkbox"/> Brand awareness, increased audience reach | <input checked="" type="checkbox"/> Customer care | <input type="checkbox"/> Employee recruitment |
| <input checked="" type="checkbox"/> Lead generation, new customer | <input checked="" type="checkbox"/> Sales increase | |

acquisition

Customer Journey

- | | | |
|-----------------|-------------|------------|
| ✗ Awareness | ✓ Purchase | ✗ Advocacy |
| ✓ Consideration | ✓ Retention | |

Ad media

- | | | |
|--|--|-------------------------------------|
| ✗ Advertisement, Banner | ✗ Google Business Profile | ✗ Roof objekt |
| ✗ Advertorial | ✗ Influencer | ✓ Sales talks |
| ✗ Annual report | ✗ Landing-page, microsite | ✗ Self service terminal |
| ✓ Appointment calender | ✗ Location Based Service | ✗ Shopping cart |
| ✗ Audio, radio spot, audio file | ✗ Mobile payment systems | ✗ Sign, labelling |
| ✗ Augmented Reality | ✗ Newsletter | ✗ Social media advert |
| ✗ Beach flag, flag, roll-up | ✗ Newspaper, magazine, periodical | ✗ Social media company page |
| ✗ Book, E-book | ✓ NFC | ✗ Social media posting |
| ✓ Brochure, flyer, inserts | ✓ Offer, quotation | ✗ Social media profile page |
| ✓ Catalogues, price lists | ✓ Office equipment | ✓ Sponsoring |
| ✗ Chat, chatbot | ✗ Office files | ✗ Spontaneous event |
| ✗ Company entries | ✓ Operating instruction, user manual | ✗ Structured company data records |
| ✓ Configurator | ✗ Passers-by addressing | ✓ Survey |
| ✗ Contact form | ✗ Petrol pump nozzle | ✗ Telephone and video call service |
| ✗ Content SEO-optimised | ✓ Postcard | ✗ Unboxing |
| ✗ Credit card | ✗ Poster, billboard, pillar | ✗ V-card |
| ✗ Customer card | ✗ Product live demo | ✗ Video spot, moving image |
| ✗ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling | ✗ Virtual Reality |
| ✗ Display stand, light box | ✓ Product sample | ✗ Virtual, voice assistant |
| ✓ E-mail, signature banner | ✗ Programmatic print | ✓ Vouchers, coupons, discount cards |
| ✓ E-paper | ✓ Promotional items | ✗ Web layer |
| ✓ Event | ✗ Push, text messages | ✗ White paper |
| ✗ Exhibition stand, event modules | ✗ Quality seal | ✗ WLAN for visitors |
| ✓ FAQ | ✓ QR code, link | |
| ✓ Games, competitions | ✗ Rental addresses, target group areas | |

Connected media channels

App (Advertising medium)
Call centre
Consulting, support, training
Corporate publications
Customer loyalty programme
Delivery
Event
Extranet
Guerilla marketing action
Point of sale (POS), Showroom

Product, service experience

Reviews, recommendations

Transaction documents