

Abstract

Title:

The Sales Process Concept Proposal for Holmes Place Energy Karlin

Points of thesis:

The thesis „The Sales Process Concept Proposal for Holmes Place Karlín“ is a new sales process proposal implemented in the first quarter 2010 and leading to better sales results in the company to increase total income. Based on strenghts and weeknesses of current system and the theory of 8 Steps of Selling, the new system and strategy has been created to achieve maximum results in minimum amount of time.

Methods:

Data will be obtained by describtion analysis, SWOT analysis and SMART method.

Results:

The result of the thesis is to create and implement new sales process leading to better membership sales result in 2010.

Key words:

Sale, membership, Holmes Place, process, profit.