

Selling Techniques in Software Products: A Research Report

Fatima Abogila Mohamed Matog

Research Scholar,

Sam Higginbottom Institute of Agriculture and
Technology and Sciences, Allahabad, India.

Dr. Deva Raj Badugu

Associate Professor & Head,

Dept of Marketing

Sam Higginbottom Institute of Agriculture and
Technology and Sciences, Allahabad, India.

Abstract:

Selling software is not like a traditional marketing. It needs a special strategy to sell the software to the end customers. The present research report is illustrating the special strategies and organisational culture and decision making support in selling the software to the distinct client in software market. The customer ignorance is the key selling point to charge with higher amount. But certain software products have their standard Maximum Retail Price well known to the customers. Software products selling is linked with the organisational culture and decision making to promote a software well designed to a specific client of a specific field. Once the software is sold there are certain additional overheads can be charged by the software companies. These are support for database, training for the staff members, annual fee, renewal fee, software customization charges, database backup fee etc. Though the software is sold in the market for lesser amount of pricing, the additional costs and overheads will squeeze the customer. Unlike the traditional software techniques the innovative techniques to increase the sales of the company to sell the software products to the specific segment of the client is depicted in this article.

Key words:

Software, Selling Techniques, organisation culture, decision making, quality maintenance.

Introduction:

Software selling is a difficult task to the specific customer of a particular segment. The software development has to be done for a specific client of particular segment.

The requirements have to be taken. The change in requirements has to be done. The design of the software has to be incorporated. Once the design is completed the client has to approve the design and functionality. Then the testing has to be done. Once the testing is completed the deployment file has to be prepared. Once the client pays the major part of the software then the software has to be deployed in the client place. This is the process to deploy the software. Prior to this the marketing is playing predominant role in software marketing.

Software Marketing strategy:

Unlike traditional marketing software products marketing is done with specific strategy. The end users of the software for a specific segment have to be enlisted. A tele-caller has to be appointed to address the clients to promote the software.

Once the willing clients are freezed by the tele-callers the freezed and interested clients have to be visited with software informative brochures and a power point presentation. If the client is interested in software then the technical team should be associated with the marketing executives to demonstrate the functionality of the software.

The software has to be matched with the specific requirements of the client. Then the price negotiations are started and freezed by the marketing people. In selling software the marketing people will be given full freedom to freeze the pricing.

Some times marketing people will feel discomfort for the pricing demanded by the clients. These type of situations will become a challenge for the selling skills of the software marketing professionals.

Organisation Culture:

Organisation behaviour is estimated with the organisation culture. The culture includes the adaptability, flexibility, change management, correct way of perceive, act according to the clients behaviour etc. The strong organisational culture leads to success of the organisation. The change will start from the minds of business executives. The situational handling will be done by the business executives only. Certain policies and regulations are the constraints to take a decision on the spot by the business executives only. If the situational handling is considered to be beyond the scope of the executive, the problem can be posted to the managers and then to the directors or management. The strong organisational culture should be adopted to promote the problem to the higher hierarchy to take the decision to leave the customer or not.

The decision making is also playing an important role in the organisational success. The business promotion should not be end with and shouldered with the business executives. Every activity and day to day events should be well monitored by the managers and also the management. A proper decision making will not only wins the market conditions but also makes the company to expand the market to the entire segment of the field. Software marketing is unlike other products marketing.

Product Cost:

The series of thoughts will be arranged and configured as software product and it can be promoted to a specific client of a segment. Then when ever the same software is sold to the same type of customer of the same segment the new software needn't be prepared and developed. The minimum amount of modification can be done and sold to the other customer of the same segment. When ever the same software is sold to any customer of same segment very few changes can be made and sold.

This will cost nothing to the software companies. But the software companies are charging the same amount to the clients who ever purchase the same software for their organisational needs. In the software selling the marketing cost is only cost incurred to sell the product. This is the background of the software product cost.

Software products will be classified into two types. These are Software projects and software products. A software project can be designed and developed to a specific client of a specific industry. The requirements have to be taken and design has to be done according to the specific requirements of the clients. The software development lifecycle process is involved in developing the project according to the requirements of the clients. It takes its own sweet time. It may be not less than two to three months. It will be called as software project or application development. Once the software project is implemented to the specific client of a specific field of domain, it can be implemented to other clients of the same domain of specific field. The project which is deployed in the second client of same kind can be called as product. The product of software can be deployed and sold to many a clients of the same segment and same domain. The project development cost will be incurred by the company when the software is developed and deployed with the first client. Then when ever the product is deployed and sold it will get 100 per cent profit to the software companies.

The Technique:

The paper propose a technique to the software industry is to capture the specific segment client and develop the software for first time and deploy it and sell it for the cost incurred for the time period with software developers. Charge the minimum profit to the cost. Motivate the business development team to capture the business from same kind of clients then it fetches unbelievable profits to the organisation. Apply the decision making skills to sell the software project to a new client with least possible or some times the cost to cost rate. Then sell the product to the similar kind of client will make the software company to win the market share for the same software. The decision making to sell the software to the first time client will make happy. The satisfaction of client will be more. The subsequent sales with even lesser rate also give the company more profits and more satisfaction from the clients. Penetrate into the market with least possible rates and sell the software to the similar kind of clients. If the client is not in a position to pay the software cost at a time, facilitate the instalment model monthly rental model or yearly maintenance model etc. The rapid force has to be implemented to sell the products to the software customers.

SEO:

Go with different promotional marketing models. Search Engine Optimization is one of the predominant selling techniques through internet marketing promotions. The cost incurred for direct promotional mediums are considered to be higher than the internet marketing promos. These promos can be done through E-Mails, Websites, Blogs, Free ads, Google Ads etc. These promotional activities will hit the targeted customers of a specific domain. The extensive and repeated advertisement patterns will make the company to reach the customers. The search engine optimization make the company available in the first page of the search engine results. Search engine optimization can be done for the products of the company, name of the company, name of the product and type of the product. When the user types any name related to product the search results should be displayed with the organisation name and address in the first page of search results. Search Engine Optimisation is a constant and continuous process to be done for a company. It should not be stopped at any cost. If the SEO process is stopped then automatically the other products will take the place of the first page listing. Once the customer is interested then freeze the deal with possible pricing.

Quality of the Products:

Quality parameters are one of the top most ranking points to be considered to sell the software product. The company or organisation which is selling software products should be certified by a quality certification agency. These are regarded as CMMI Level 5, Six Sigma, ISO 9000, etc. The quality certification to the company can pass the qualification required by the clients specific requirements. The quality certification gives the predominant quality to the software produced by the company. It gives good impression with the client. Without quality certification no product can be marketed to the software clients. A good tested software with increased features will give more endurance to sell and market to the customers. Quality parameters are the hall mark to the software marketing and promotional models. The higher side of the software cost can be obtained with the higher quality parameters certification. In the software field CMMI Levels and Six Sigma are regarded as highest quality parameters for certification.

After sales support:

Support after sales is predominant technique to promote the product into the customer place. The constant support and routine visits to the customer place make to get appreciation from the client. The software marketing is lacking with after sales support. It is very costly. Online support is extended by any company. This option makes the company to have the physical interaction avoidance with the client. The client place is a market place where different customers are visiting. When the supporting team has presented to have routine prefixed visits it gives more advertisement to the company as well as to the products. The reputation of the company will be increased and the client satisfaction is also obtained. The totally satisfied customer can promote the product to other customers also more willingly. After sales support is most important factor to be considered in software promotion to other clients and getting repeated customers.

Conclusion:

Software products and software projects are not two different entities. The software project can be done to a client with complete software development life cycle. The same project can be deployed or sold to similar kind of client can be called as software product. The software product promotion can be done with a special strategy to the end customers of software. Organisation culture and decision making are playing vital role in software market promotion and to expand the market to larger extent. The project cost is incurred from the first client of the software product. The second client onwards the cost is zero and copying the software to other clients. The technique suggests to promote the same product to maximum number of clients to increase the financial success of the organisation. Market promotion through internet is much more economical than the direct promotion through hoardings and other traditional ways of brand promotion. Search Engine Optimization is predominantly good for software products promotion. A constant Search Engine optimization can increase the marketing of software products of the organisation. It is regarded as very effective. Quality certification is one of the most important points to be considered in promoting the products to the customers.

After sales support or service is needed to increase the customer satisfaction. After sales support promotes the product familiarity at client's place. The repeated customers can be achieved with this activity.

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