MARKETING AND SALES MANAGEMENT

A Study on Sales and Service Effectiveness in an Organization

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Published November 2026

Abstract

This report is based on my one-month internship at RG Steels, a steel wholesale business in Dharmapuri, where I worked in the Sales and Service function. During the internship, I mainly handled sales follow-up, maintained records, and collected customer feedback. These tasks may look simple when considered separately, but doing them regularly helped me understand how closely sales and customer service are connected in an actual business.

The main purpose of this study is to understand how sales and service activities affect the way an organization deals with its customers. During my internship, I noticed that getting a customer interested in a product is only one part of the sales process. Following up at the right time, keeping information properly, listening to customers, and responding to their requirements are also important. Good service can make communication easier and can help in maintaining a long-term relationship with a customer.

The study is descriptive and is based mainly on my practical experience and observations during the internship. It does not use confidential company information or attempt to measure the complete financial performance of RG Steels. Instead, it focuses on the activities I was exposed to and the lessons I learned from them. The study suggests that organized records, regular follow-up, clear communication, and proper use of customer feedback can help improve sales and service effectiveness.

1 Introduction

Sales is one of the functions that directly connects a business with its customers. In a wholesale business, this connection is particularly important because the organization normally deals with customers who have specific requirements and may purchase products repeatedly. Sales is therefore not only about convincing someone to buy. It also involves understanding what the customer needs, communicating properly, following up on enquiries, and maintaining the relationship after the initial interaction.

Service is closely related to this process. RG Steels is a steel wholesale business located in Dharmapuri. I completed a one-month internship in the Sales and Service function of the organization. My main responsibilities during the internship included sales follow-up, maintaining records, and collecting customer feedback. These activities gave me an opportunity to observe the practical side of sales and customer handling.

I selected the topic “A Study on Sales and Service Effectiveness in an Organization” because the internship helped me see that sales and service cannot really be treated as two completely separate activities. A salesperson may generate an opportunity, but the way that opportunity is followed up

and handled can influence whether it develops into business. Similarly, customer feedback can provide useful information about what is working well and what may need attention.

2 Need and objectives of the study

The objectives of the study are:

- To understand how sales follow-up is carried out in a wholesale business.
- To understand the role of maintaining customer and sales-related records.
- To study how customer feedback can be used to improve service.
- To identify practical factors that affect customer satisfaction.
- To understand the connection between sales communication and service.
- To provide practical suggestions for improving sales and service activities.

3 Research methodology

This study follows a descriptive approach. The main source of learning was my one-month internship at RG Steels, Dharmapuri. I learned about the sales and service process through the work assigned to me, direct observation, and interaction with the people working in the organization.

The three activities that form the main basis of this report are sales follow-up, record maintenance, and customer feedback collection. While doing sales follow-up, I observed the importance of maintaining contact with customers and keeping track of pending requirements. Record maintenance helped me understand how customer information and sales-related details can support future communication. Feedback collection provided an opportunity to understand customer responses and the importance of listening to customers.

The report does not include confidential customer details, internal financial information, or figures that were not available for academic use. It is therefore based on my learning and general observations rather than a statistical assessment of the company's complete performance.

There are also some limitations. The internship lasted for only one month, so it was not possible to observe the organization over a long period. The study is also based on one organization and my particular role, which means the findings should not be considered representative of every steel wholesale business.

4 Understanding the sales and service process at RG Steels

During the internship, I came to understand sales as a process that continues from the first customer interaction to later follow-up and relationship building. In a wholesale business such as RG Steels, customers may have different requirements depending on their business needs. Because of this, communication needs to be clear and the sales team needs to pay attention to what each customer is asking for.

Sales follow-up was one of the main areas in which I received practical exposure. A follow-up is not simply a reminder to the customer. The way it is done matters. The salesperson needs to know what was discussed earlier and approach the customer accordingly. If a customer has not made a decision, the follow-up can provide an opportunity to understand whether there is a change in the requirement or whether the customer needs more information.

Maintaining records was another important part of my internship. Keeping information in an organized manner helps the sales team refer to previous communication and plan future follow-ups. It also reduces the chance of overlooking a customer or forgetting an important detail. I understood that record keeping may not appear to be a major sales activity, but it provides the basic support needed for organized selling.

Customer feedback was the third major area of my work. Feedback allows an organization to hear directly from customers about their experience. Even a small comment can point towards an issue that needs attention, so collecting feedback has value for both service and future sales interactions.

From my experience, sales and service work together throughout this process. A good sales interaction creates an opportunity, while good service helps maintain the relationship. Both depend heavily on communication and the ability to respond to customer requirements.

5 Findings and discussion

The internship gave me several practical observations about sales and service effectiveness.

The first observation was the importance of regular follow-up. A customer does not always make an immediate decision after the first interaction. There can be a number of reasons for this, including the need to discuss the requirement internally or simply the timing of the purchase. Following up helps keep the communication active. At the same time, follow-up needs to be handled politely. Repeated communication without understanding the customer's situation may not be useful. This made me realize that effective follow-up is more about maintaining a useful conversation than simply contacting a customer again and again.

The second observation was the importance of records. Sales work involves information, and information can easily be missed if it is not recorded properly. During my internship, maintaining records showed me why an organized system is useful for future follow-up. It allows the salesperson to look back at earlier interactions instead of starting the conversation from the beginning every time.

The third finding relates to customer feedback. Feedback provides a practical way of understanding the customer's point of view. A customer may be satisfied with one part of the experience but have a concern about another. If feedback is reviewed, the organization has an opportunity to improve.

Communication affects both sales and service. Customers expect the person dealing with them to understand their requirement and communicate in a straightforward way. If information is unclear, the possibility of misunderstanding increases.

I also understood that sales effectiveness cannot be judged only by whether a particular interaction results in an order. The effort involved in identifying a requirement, following up, maintaining records, and understanding customer feedback also forms part of the sales process. Some interactions may lead to an immediate result, while others may become useful at a later stage.

Overall, my observation was that sales effectiveness and service effectiveness support each other. When customer information is organized, follow-up is consistent, and feedback is taken seriously, the organization is in a better position to maintain customer relationships.

6 Key factors affecting sales and service effectiveness

Based on my internship experience, I identified several factors that can influence the effectiveness of sales and service.

- Customer understanding is important because every customer may not have the same requirement. Understanding the requirement before giving information can make the interaction more useful.
- Timely follow-up is another important factor. A delayed follow-up can cause an opportunity to be forgotten, while a well-timed follow-up keeps the conversation active.
- Accurate record maintenance supports both of these areas. When information is available in an organized form, it becomes easier to plan the next interaction.
- Responsiveness also matters. Customers generally appreciate receiving a clear response instead of having to repeatedly ask for the same information.
- The attitude of the salesperson can influence the customer's experience. Being polite, listening carefully, and communicating professionally can make a basic business interaction more comfortable.
- Feedback is another important factor. Customer comments can show what the organization is doing well and where improvement may be required.
- Finally, internal coordination matters because sales and service are connected with other activities of the organization. If information is not communicated properly within the organization, it can affect the customer's experience.

7 Recommendations

Based on what I observed during the internship, I would suggest the following measures to improve sales and service effectiveness at RG Steels:

- **Keep customer information in one organized system.** A properly maintained spreadsheet or simple digital customer database can make it easier to find previous interactions and pending follow-ups.
- **Use a simple follow-up schedule.** Customers can be listed according to pending enquiries, regular requirements, recent interactions, or customers who have not been contacted for some time. This would make daily follow-up more systematic.
- **Record the result of each follow-up.** Instead of only recording that a customer was contacted, it can be useful to note whether the customer needs more information, has postponed the requirement, has placed an order, or does not currently have a requirement.
- **Use a short feedback format.** Feedback collection can be made easier by asking a few consistent questions about communication, response, service experience, and areas for improvement.
- **Review feedback regularly.** Feedback becomes more useful when repeated comments are identified and discussed rather than being treated as individual remarks.
- **Maintain clear communication with customers.** Information should be communicated in a simple and accurate manner. If an answer is not immediately available, the customer can be informed about the next step instead of being left without a response.

- **Focus on long-term relationships.** Regular customers are an important part of a wholesale business. Remembering their requirements and maintaining professional communication can help create stronger business relationships.

These suggestions do not require major changes to the organization. Most of them can be introduced gradually using simple systems and regular work practices.

8 Conclusion

My one-month internship at RG Steels gave me a practical understanding of how sales and service activities work together in a wholesale business. Before the internship, sales could easily be viewed mainly as the process of convincing a customer to purchase something. After working with sales follow-up, records, and customer feedback, I understood that the process is much broader.

Follow-up helps maintain contact with customers and gives the salesperson another opportunity to understand their requirement. Record maintenance provides continuity and makes it easier to manage several customer interactions. Feedback, meanwhile, gives the organization a chance to understand the customer experience from the customer's side.

One of the most useful lessons I gained was that small activities can have an important role in the overall sales process. A properly recorded conversation, a timely follow-up, or a customer comment that is taken seriously may seem like a small thing on its own, but together these activities can support better customer relationships.

The study therefore concludes that sales and service effectiveness depends on a combination of customer understanding, timely follow-up, proper records, communication, and feedback. For a wholesale organization, these practices can provide a practical foundation for maintaining customer relationships and supporting future sales.

From my personal learning perspective, the internship was useful because it allowed me to connect what I have studied in BBA with actual workplace activities. It also gave me a clearer idea of the discipline, patience, and communication skills required in sales and service roles. The experience will be useful to me in understanding customer-oriented business functions in the future.

Acknowledgement

I am also thankful to RG Steels, Dharmapuri, for giving me the opportunity to complete my internship in the Sales and Service function. I am grateful to the employees who helped me understand the work and allowed me to learn through actual business activities. Working around the sales process gave me an opportunity to see how customer communication and follow-up take place outside the classroom.

I would also like to thank Amity University Mumbai for providing the internship opportunity as part of my academic programme. Finally, I thank my family and friends for their encouragement and support throughout the internship and during the preparation of this report.

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