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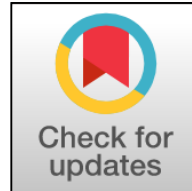
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Promote Upgrade After-Sales Service Strategic Skills

Mempromosikan Peningkatan Keterampilan Strategis Layanan Purna Jual

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Abstract

The article describes the importance of after-sales service in the field of wholesale marketing, the role in improving the competitiveness of goods in the wholesale trade in goods. There are opinions on the strategic directions of development of after-sales service in the wholesale trade. In conclusion, major points of the development have seen on the promotion of the after sales services and strategic skills.

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Introduction

Currently, our country's economy is developing on the basis of the Decree of the President of the Republic of Uzbekistan "On the Strategy for the Further Development of the Republic of Uzbekistan" dated February 7, 2017, the development of the Republic of Uzbekistan for 2017–2021 based on the priorities of economic development and liberalization. In particular, as a result of the modernization and diversification of the manufacturing industry, the production of finished products with high value added, based on the deep processing of domestic raw materials, increases the production of industrial products and consumer goods [1](#) .

An effective business in a competitive market is that producing high-quality advanced products that meet the global market requires only half of the business's success, while the other half are difficult to predict and sell without service. You must be able to stimulate consumer interest in the product of the enterprise. An important part of this is a high level of sales and service [2](#) .

If the company has a relationship in the management of products and revenues received in accordance with market demand, then this is a reliable organizational and economic system. Market demand is not limited to demand for goods. The consumer also placed his conditions in the structure and quality of services provided to him in the sale and delivery of goods. In particular, pre-sale and after-sales service has a great influence on today's business of any commercial enterprise, including wholesalers.

Theoretical Basis of Post-Sale Service

So today the problems are not in production, but in sales. At the present stage of development of the country's economy, the development of pre-sale and after-sales service in wholesale trade becomes an urgent issue.

Wholesalers not only sell goods, but also advise, pack, pack, sort, deliver, advertise and study the market. In particular, wholesalers sell specific services that save manufacturers from storage problems. In addition, a wholesale retailer provides benefits that benefit manufacturers and retailers [3](#) .

According to G.Albaum, D.Dirr and Y.Standskova, wholesale trade is limited not only to the sale of goods, but also a number of comprehensive services. In addition, wholesale trade plays an important role not only in one country, but also in establishing trade relations between other countries. Wholesale business is carried out jointly with many other market infrastructures. When exporting and importing goods into the supply, customs services, cargo insurance companies, logistics companies, or transport companies are involved. Products sold to customers also provide after-sale service [4](#) .

S.J.Ergakhodzhaeva noted that service and warranty service is an integral and integral part of marketing. They provide services provided to consumers before or after the purchase of a particular product. Service can be divided into two ways:

- part of the product, part of the company's offer to customers, as an annex to the main product. Therefore, the consideration of services as part of the product policy is justified;
- Service is often done by commercial enterprises, not by the manufacturer. Consideration of the policy of sales of services as part of the system of customer service and sales is fully justified [5](#) .

V.N. Naumov asserts that wholesale service is closely related to the distribution of services. It reflects the order, purchase, delivery and subsequent maintenance of the goods. A descriptive price indicator for services is called customer satisfaction. The object of service is the consumers of material flows: production facilities, distribution centers and end users. The servicing or manufacturing enterprise can be managed by a separate independent enterprise, either independently or by a manufacturer that specializes in servicing material flows [6](#) .

Given the above points, we found it necessary to improve sales and after-sales service in order to improve the efficiency of wholesale trade.

Methods and Materials

When writing the article, it has been suggested that the problem be solved by using analytes, synthesis and logic. Foreign publications are derived from the statistical and statutory database, including the information required for the study.

Results and Discussion

Wholesale trading companies and enterprises represent a complex of services related to the sale and operation of a service in marketing activities.

In wholesale trade, the services provided to consumers in the sales process will be different. In general, these services can be divided into two groups. Sales and after sales service.

Consulting services, consulting services, product development, technical support, customer training, the provision of necessary documents, etc. After delivery to the point of sale, service personnel must eliminate defects in the goods during transportation, prepare the equipment for repair and, if necessary, repair the worker. Service will be unsafe.

During the sale of goods, various logistics services are also provided and include the following:

- a) the achievement of inventory in warehouses;
- b) fulfillment of the order, the formation of the product range, packaging, the formation of the unit of loading, etc.;
- c) ensuring the transparency of the product;
- d) information on the preparation and shipment of goods, etc.

After sales service is a guarantee of these services. During the warranty period, the manufacturer undertakes to keep the product (transport, household appliances) in good condition during the warranty period, without fail. During the entire term of this warranty, the manufacturer monitors how to use the product, controls its use, controls the technical means, replaces outdated parts, etc.

It should be noted that after the expiration of the warranty period, the service will be provided. However, these services are paid, and their price is specified in the contractual agreement. In determining the cost of services, prices and other documents are taken as a basis.

The product reflects information on such indicators as time, place, price, quantity, quality and product range, in accordance with market requirements, as well as the sum of all activities and functions within the enterprise system, providing separate business-to-consumer relations in each from financial flows. Service is the main service that will be available after the sale. Here, however, we can consider three types of sales, sales and after sales services, with an emphasis on service.

The most important of these services is after-sales service, which today is the main competitive tool and power. At present, after the purchase of any product, the manufacturer or trading company provides after-sales service - delivery, installation, inspection, maintenance and repair, and supply of spare parts for the goods sold.

After-sales service is a set of measures that the manufacturer or supplier must take to install, repair and start warranty service, eliminate product defects during the warranty period and perform post-warranty repairs. These are only common and integral elements of after sales service. The company, which intends to win the sympathy of consumers, is developing new forms and standards of service.

The organization of sales and after-sales service is very important for modern enterprises. The creation of these services will help the company to effectively carry out its activities and ensure its competitiveness in the market.

The importance of after-sales service lies in the fact that it directly affects wholesale sales. This is the basis for increasing sales in wholesale trade and customer relations.

Warranty service in wholesale trade is one of the most important components of ensuring the competitiveness of goods in the wholesale trade. It also determines the success and intensity of wholesale sales in the market. Ultimately, after-sales service serves to ensure the competitiveness of wholesale trade.

Wholesale competitiveness is the result of increased sales. For this reason, the assessment of wholesale competitiveness is carried out by determining the planned profits and sales, which is one of the main goals of wholesale organizations.

One of the important tasks is the selection of criteria and indicators of competitiveness in assessing wholesale competitiveness.

The scientific literature mainly presents a method for determining the wholesale turnover of wholesale competitiveness. The essence of this method is competitiveness, based on the amount of direct sales. The only advantage of this method is the relative simplicity and availability of statistics. However, this method is not used to evaluate all aspects of wholesale trade. Therefore, the scope of this method is limited only by sales. In addition, the reliability of this method is low.

Because wholesale trade is not only related to sales, but also depends on the size and cost of complex services in the distribution process.

Therefore, although this method is practically applied, it does not have a serious scientific substantiation. The results do not provide a comprehensive assessment of wholesale trade.

To assess the competitiveness of the wholesale business and increase the reliability of the results, an integrated approach is required taking into account all the criteria that determine the wholesale competitiveness. Based on our research, we offer an integrated approach to assessing the competitiveness of wholesale trade. The author's method of integrated indicators for assessing the competitiveness of wholesale trade is as follows:

1. Estimated costs (IN), market price and distribution costs, services related to the operation during the entire service life of the goods are:

$$CP = MP + C_2 + C_3 + C_4 + C_5 + C_6 + C_7 + C_8 + C_9 + C_{10} + C_{11} \quad (1)$$

where MP is the market price; C₂ - transportation costs;

C₃ - storage costs;

C₄ - maintenance costs;

C₅ - packaging, packaging costs;

C₆ - the cost of fuel and electricity;

C₇ - payment of taxes, customs duties and duties;

C₈ - fuse value;

C₉ - transaction costs;

C₁₀ - the cost of services rendered before and after the sale;

C₁₁ - Disposal after expiration date.

2. Indicator of competitiveness (CI).

Here: - quality of goods available in wholesale trade;

PSSq- quality after sales service;

CSSL- customer satisfaction at service level.

The level of customer service (SLS) for wholesalers is as follows.

3. Service Level Satisfaction Index (Ssl).

here: SInP1 - quality of service indicators I₁..., I_n one respondent P₁ average satisfaction;

k- number of service level indicators analyzed;

m - number of respondents.

Conclusion

The after-sales strategy for wholesale marketing is aimed at increasing the competitiveness of products offered on the market and at maintaining the service delivery system throughout the product's validity period. It is advisable to develop strategies for differentiation and integration in the field of after-sales service as part of wholesale marketing activities. The focus should be on the following:

1. differentiation of after-sales service for technological innovations, i.e. Expansion of services, organization of full service during the operation of goods;
2. Joint cooperation in after-sales service, joint organization of customer service in the wholesale and retail distribution network, organization and coordination of service centers;
3. Constant training of service personnel in quality after-sales service, development of special standards or service rules providing the same level of service in the service network.

At the moment there are limited opportunities to significantly improve the quality of the finished product. That is why many entrepreneurs use pre-sales and after-sales services as a means of improving competitiveness. There are several wholesalers selling the same and same quality in the market. In this case, the customer chooses this product as a partner in a wholesale trading company with a wide range of service providers, such as timely, commercially available service, warranty period and post-warranty service.

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