

ORGANIZATION OF SALES OF SERVICES IN LOW SEASON

Istamova M.

teacher of department of “Service” of SamIES

Sayfulloyev Navro'zbek

student of SamIES

Abstract: The low season poses a challenge for many entrepreneurs, especially in the service sector. During these times, demand declines, customers become more cost-conscious, and businesses must actively look for ways to maintain profitability. However, with the right sales strategy, enterprising entrepreneurs can successfully overcome the challenges of the low season and even ensure the growth of their business. In this article we will look at the key aspects of organizing sales of services during the low season.

Key words: Sales organization, low season, strategies, marketing, diversification of services, customer loyalty, staff training, partnerships, online sales, digital marketing.

When the low season arrives, many companies face the challenge of maintaining service sales levels. This period can be caused by various factors such as changing seasons, economic fluctuations or even industry-specific factors. Regardless of the reasons, the low season requires special strategies and sales approaches to effectively retain your customer base, attract new customers and maintain business profitability. The importance of effective sales organization during the low season cannot be overestimated. This period provides companies with the opportunity not only to survive in conditions of reduced demand, but also to use it as a chance to grow and strengthen their position in the market. Organizing sales during these times requires careful planning, adaptation and innovation to ensure a steady flow of customers and maintain profitability.

Selling services during the low season requires creativity and strategic thinking. Instead of passively waiting for demand to increase, companies can actively look for ways to stimulate interest and capture the attention of potential customers. Developing special offers, promotions and loyalty programs can be an effective way to attract customers, even during periods of reduced demand. With consumers often being more careful with their spending during the low season, creating a value proposition becomes a key element of a successful sales strategy. Highlighting the benefits and value of the services offered during this period can help reassure customers that investing in these services is worthwhile and will benefit them even during times of reduced demand.

It is also important to pay attention to improving the customer experience. With reduced sales volume, each customer becomes even more valuable to the business. Therefore, creating personalized and customized customer service experiences can significantly increase customer satisfaction and loyalty, which in turn can lead to increased sales. Equally important is the use of marketing tools to increase brand visibility and attract attention during the low season. Online promotion, social media, content marketing and other advertising methods can be powerful tools for retaining the interest of potential clients even when demand for services declines. You should also pay attention to the variety of services offered and their adaptation to the current needs of customers during the low season. It may be worth considering adding new services or modifying existing ones to better meet market demands during this period.

How to organize sales of services during periods of low demand? This is an important issue for businesses, especially for those providing services whose popularity depends on seasonality or other factors affecting demand. Low season can be caused by various reasons: time of year, economic factors or even current circumstances such as a pandemic. But regardless of the reasons, there are methods that can help cope with low demand and maintain stability in service sales. The first step is to study and analyze the reasons for low demand. This allows you to better understand why customers are not interested and what specific aspects of the business need to be improved. Maybe it's because of a particular time of year when demand naturally drops, or because of changing consumer preferences. Sometimes low demand is caused by ineffective marketing campaigns or imperfections in the services provided. Analysis allows you to identify weaknesses and adjust your sales strategy. Diversifying services can be one of the key ways to increase demand during the low season. Providing new services or changing existing ones can attract customers' attention and create additional demand. For example, travel agencies during periods of low tourist demand can offer various themed tours, special offers or additional services to attract customers. This can be especially effective if new services respond to the current demands and needs of the target audience.

The next important aspect is the marketing strategy. During the low season, it is necessary to intensify advertising campaigns, promotions and discounts to attract the attention of customers. You can use seasonal sales or special offers for those who remain loyal during periods of low demand. A creative approach to marketing will help you stand out among competitors and attract new customers. It is equally important to keep in touch with existing clients. Loyalty programs, personalized offers and regular news about new products and special offers will help retain customers and maintain interest in services during periods of low demand. It is important to create a feeling that the client is valued and that their needs are taken care of.

1. Analysis and planning. The first step in organizing sales during the low season is a careful analysis of the market and customer demand. Understanding trends and changes in consumer behavior will help businesses adapt to new conditions. Determine which services are in demand during the low season and adjust your offering accordingly. It is also important at this stage to audit your previous marketing campaigns and sales. Evaluate what worked and what needs improvement. Create a detailed plan that includes sales promotions, promotions and special offers for customers during periods of low demand.

2. Active marketing. Marketing plays a key role in keeping businesses active during the low season. Use creative approaches to attract customers' attention. Effective methods include running limited-time promotions, discounts, and special offers. This can encourage customers to make purchases and create a positive image of your company. In addition, actively use online resources and social media to promote your brand. Creating interesting content, holding online competitions and interacting with your audience through social platforms will help keep customers' attention during periods of low demand.

3. Diversification of services. To increase demand during the low season, consider diversifying your services. Develop new products or services that may be in demand during this period. For example, if you provide travel services, create special tours or packages for low-season travel. This will allow you to attract new customers and retain existing ones.

4. Customer loyalty. Customer loyalty is one of the key factors for successful sales during the low season. Work to strengthen relationships with repeat clients. Offer them individual discounts, bonus programs and special conditions for purchasing services. Not only will this help retain

existing customers, but it will also create a positive impression of your company, which can lead to new business.

5. Personnel training and development. During periods of low demand, it is especially important to pay attention to staff training and development. Your employees are a key resource that can influence the quality of service and customer satisfaction. Provide staff with the skills they need to interact effectively with customers, and develop team skills to thrive in a high-stakes environment.

6. Partnerships and cooperation. Explore opportunities to partner with other companies in your industry. Joint promotions and offers can be mutually beneficial, attracting your customers to your partner's products or services during the low season, as well as expanding your target audience.

It is also worth paying attention to pricing. During the low season, you can use a flexible pricing system, offering discounts or special prices for services. This can encourage customers to purchase and help offset decreased demand. Innovation plays an important role in maintaining interest in services during periods of low demand. Investing in developing new technologies or improving existing services can attract customer attention and provide an advantage over competitors. For example, restaurants can introduce new dishes or change the decor to attract customers even during quiet periods.

Finally, it is important to remember that the low season is not only a challenge, but also an opportunity for business development and growth. This is a time to strategize, make changes, and prepare for a stronger period of demand. Adapting to changing market conditions will help a business remain competitive and successful at any time of the year. Don't forget the importance of data analysis and evaluating the effectiveness of the strategies used. Tracking sales performance, studying customer behavior and reactions to offered promotions allows you to adjust sales strategies and methods in real time, which can significantly affect the final result. Ultimately, organizing sales during the low season requires an integrated approach and flexibility in responding to changes in the market situation. Properly planned strategies, a focus on the value of the services offered, innovative promotions and constant analysis of results play a key role in successfully maintaining sales and stimulating business growth during periods of reduced demand.

References:

1. Шихова, А.А. (2018). Роль дополнительных гостиничных услуг в повышении заполняемости отелей в низкий сезон. In Туристско-рекреационный комплекс в системе регионального развития (pp. 273-276).
2. Никорюкин, А.В. (2012). Особенности бухгалтерского учета доходов и расходов от реализации турпродукта. Вестник Саратовского государственного социально-экономического университета, (1 (40)), 157-161.
3. Фаустова, Н. (2020). Организация и специфика предоставления гостиничных услуг в гостиницах. Учебное пособие для СПО. Litres.
4. Чекоданова, А.И., & Горячева, О.П. (2011). Особенности учета операций туроператора по организации авиаперевозок. Актуальные проблемы авиации и космонавтики, 2(7), 172-173.
5. Косолапов, А.Б. (2016). Технология и организация туроператорской и турагентской деятельности. Учебное пособие. "Издательство", "Проспект".