

Product Consultant Internship (LG Electronics)

**By
Shriyanshu**

**Summer Internship Report
PGDM Programme 2022-24**



DELHI SCHOOL OF BUSINESS

By Vivekananda Institute of Professional Studies-TC



Under the Guidance of

NIKHIL SHARMA
Company Guide
Team Leader, LG Electronics

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Delhi School of Business

DECLARATION

I hereby declare that this project report **Product Consultant Internship at LG Electronics** is my own work, to the best of my knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of any other institute, except where due acknowledge has been made in the text.

Signature: _____

Name: **Shriyanshu**

Roll no: **202210096**

Year: **2022-24**

Date: **06/08/2023**

Dated: 24-Jan-24

Associate Name: Shriyanshu

Emp. Code: GI-171942

Dear Mr. Shriyanshu,

Relieving & Experience Letter

With reference to your resignation from our client Site, we hereby record our acceptance.

We confirm relieving you from our services with effect from the close of working hours as on **30-June-23**.

During your employment with our Client **LG ELECTRONICS INDIA PVT LTD-Delhi** as **SSE**
from **20-Apr-23** to **30-June-23**,

we found you to be dedicated and hardworking.

We wish you all the best in your future endeavours.

For Gi Staffing Services Pvt Ltd



Authorized Signatory



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CERTIFICATE FROM FACULTY GUIDE

This is to certify that work entitled **Product Consultant Internship at LG Electronics** is a piece of work done by **SHRIYANSHU** under my guidance and supervision for the partial fulfillment of degree of PGDM at Delhi School of Business – VIPS TC.

To the best of my knowledge and belief this study embodies the work of the candidate. This requirement of the rules and regulations relating to the summer internship of the institute, is up-to the standard both in respect of content and language for being referred to the examiner.

Signature _____

Name: **ATUL SINGH CHAUHAN**

Designation: **Prof. Delhi School of Business**

Date:

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Executive Summary

During the internship at LG Electronics, the primary objective was to conduct an in-depth analysis of LG's marketing strategies and their impact on sales performance. The focus was on understanding product marketing techniques, customer preferences, and market trends specific to LG's products. The assumed objectives were to increase sales by 10% year-over-year, boost customer engagement by 5%, and improve brand awareness by 2%. The scope of the internship included a detailed examination of LG's product marketing across various channels, customer interactions, and competitor analyses. The goal was to provide insights for optimizing marketing campaigns, tailoring product recommendations, and refining sales consultations. The skills developed during the internship encompass effective communication, understanding customer needs, negotiation skills, resilience, time management, product knowledge, financial acumen, networking, ethical selling, and feedback handling. Challenges faced included initial resistance from existing sales representatives and biases at the workplace. The intern overcame these challenges by demonstrating resilience, building connections, and effectively managing time and tasks.

The industry analysis highlighted LG Electronics' global presence, key strengths like strong brand recognition and innovative capabilities, and weaknesses such as profitability challenges and limited presence in some markets. Sales data for LG air conditioners in 2022 showcased the company's strong performance globally, with a focus on innovative and energy-efficient products. In 2023, LG aimed for significant sales growth in India, expecting a 25% increase in AC sales. The project goals and objectives were centered on increasing sales during the internship, with a focus on marketing LG products effectively. The methodology involved sales pitches, calling customers, follow-ups, pricing analysis, offers and discounts, model tracking, and understanding customer needs. The sales process was detailed through the steps of greeting, qualifying, demonstrating, asking for the sale, answering objections, and completing the sale. The intern contributed to LG by achieving 24 sales, showcasing enhanced skills, confidence, improved customer relationships, and increased sales performance. Suggestions for improvement included addressing age-related biases in hiring and considering fixed salaries for sales representatives working on weekends.

LG Electronics faces challenges but also opportunities through investments in new technologies and expansion into emerging markets. To ensure future success, the company needs to continue innovating, improve profitability, expand market share in key product categories, and grow its presence in emerging markets.

Introduction

Background of the Internship

In the dynamic landscape of consumer electronics, understanding the intricate relationship between marketing strategies and sales outcomes is paramount. LG Electronics, a leading global technology innovator, operates at the intersection of cutting-edge technology and consumer demands. As a Product Consultant at LG Electronics, the internship delved into the nuanced world of marketing impact on sales, focusing specifically on LG's product lines. This exploration was vital to decipher how LG's innovative marketing initiatives translate into tangible sales figures, shaping the company's market presence and customer engagement. I was placed at Reliance digital in V3S Mall Laxmi nagar in behalf of Lg company to sell Ac and then after one month I was transferred to Reliance Digital Shahdara Unity One mall. There I was only one sales representative in home appliances section with one month training.

Objective of the Internship

The primary objective of this internship was to conduct a comprehensive analysis of LG Electronics' marketing strategies and their direct influence on sales performance. As a Product Consultant, the aim was to dissect LG's product marketing techniques, understanding their resonance with the audience and their effectiveness in driving sales. Through this analysis, the goal was to identify successful marketing approaches, customer preferences, and market trends specific to LG's products. These insights were crucial for optimizing marketing campaigns, tailoring product recommendations, and refining sales consultations for enhanced customer satisfaction and increased sales.

The primary objective of this internship was to conduct a comprehensive analysis of LG Electronics' marketing strategies and their direct influence on sales performance, specifically in terms of these are my assumed objectives during my internship:

- Increasing sales by 10% year-over-year
- Boosting customer engagement by 5% s
- Improving brand awareness by 2%

Scope of the Internship

The scope of this internship involved a detailed examination of LG Electronics' product marketing strategies and their impact on sales during the specified period. This encompassed studying diverse marketing channels such as online campaigns, retail promotions, and product launches. As a Product Consultant, the analysis extended to understanding customer interactions, product inquiries, and purchase patterns concerning LG's products. By evaluating the alignment between marketing efforts and customer responses, valuable insights were gained into the effectiveness of various marketing initiatives. Additionally, the scope included studying market feedback, customer preferences, and competitor analyses to inform tailored product consultations and marketing recommendations.

Learning from SIP

Effective Communication: My internship taught me how to communicate clearly, persuasively, and confidently. I learnt how to tailor my message to different audiences and how to actively listen to understand customers' needs.

Understanding Customer Needs: I learnt to empathize with customers, understanding their challenges and needs. This understanding is essential for delivering excellent customer service and building long-term relationships with the customers for brand.

Negotiation Skills: Negotiating deals is a fundamental part of sales. My internship taught me how to find common ground, handle objections, and reach mutually beneficial agreements. Because I have to do sales as well as maintain the profitability of product for the company. I learnt from my LG sales partner at my Shop floor that “Discount Mangne par milta hai”, which means that I customer ask for discount then give them discount otherwise sell the product at the fixed price even if there is discount do not to tell the customer. Also, I have learnt that “sales is important not the discount” by my senior sales partner of Reliance Digital employee Vijay Shukla. So, these type of negotiations skill I have developed for further interaction with customers.

Resilience: Rejection is a common part of sales. Learning how to handle rejection gracefully and persistently is a crucial skill. It teaches resilience and determination, which are valuable traits in any area of life. I have seen big rejection during my sales internship. Once I had final the deal with my customer and then he received a call from his wife, and she told him to buy another brand Ac because she likes that due to Virat Kohli marketing campaign. That was so hard for me to accept because I was about to complete it and suddenly this happened even the customer said sorry to me for 5-6 times because he has to do what her wife said on call. So, I have learned rejection at my face, but it was okay it is all part of my job.

Time Management: It was often for me to juggle multiple tasks, clients, and leads. I had learned how to prioritize tasks and manage time efficiently.

Product Knowledge: My internship often require in-depth knowledge about the products being sold. It enhances my expertise in a specific field and also teaches me how to convey complex information in a simple and understandable way.

Financial Acumen: Understanding pricing strategies, discounts, and profit margins is often part of my internship. This financial awareness is valuable both professionally and personally. I have learned to manage these with the pricing of my competitors. I will discuss it later in this report.

Networking: Building a network of clients, colleagues, and industry contacts is a significant aspect of my internship. These connections can be valuable resources for future opportunities. I have found good connections, and I am friendly with all of them they helped me during my internship and I did great things there because they are with me.

Ethical Selling: My job often teaches the importance of ethical selling practices, emphasizing honesty and integrity. Maintaining ethical standards builds trust with customers and enhances the company's reputation. Because I have seen many sales representatives say wrong things about their product and after sometime customers have problems with the product when they again visited the shop floor they found the earlier statement by the sales rep was wrong.

Feedback Handling: Sales interactions provide direct feedback about products or services. Learning how to handle and use this feedback constructively is a valuable skill for product or service improvement. I was all new to this job so I had to learn all things just by receiving feedback from my peers. Through this internship, I gained valuable insights into successful marketing approaches, customer preferences, and market trends specific to LG's products. I also developed my skills in data analysis, market research, and strategic planning.

I am passionate about using my learnings from this internship to help LG Electronics optimize its marketing campaigns, tailor its product recommendations, and refine its sales consultations for enhanced customer satisfaction and increased sales.

Challenges faced and learning:

I was new at the shop floor. Other sales representatives do not value me and not want me to interact with customers. Also, I have seen mismanagement of Reliance staff and biasness. They value and give discount to sales representatives who are friendly with them and not to newcomer. So, it was hard for me to sustain. They told me to stand where they told me to stand and that place, I was not able to catch any new customers coming from door, so it was biasness by them. I had managed to do this by doing things again and again and then they stopped telling me because I was doing my job and not listening to them fully. Also, I started to feel emotional and share my feelings to other peers and make friends and by this I managed to sustain at that place. Then I was transferred to another location at different shop floor in Shahdara Unity one mall Reliance digital. There I never saw any biasness by any Reliance staff, all are friendly and helpful nature. Learning from this is that you must be strong when you are new. People do not like you in starting you have to win the hearts by doing hard work. They can use you by giving you tough situations, but you have to handle these things smartly.

Industry analysis

LG Electronics has a global presence in over 130 countries and territories, with sales offices and manufacturing plants located around the world. The company's headquarters is located in Seoul, South Korea, but it has a significant presence in other countries, such as China, the United States, and Mexico.

Competitive Landscape

LG Electronics faces competition from a variety of companies in its different product categories. In Air condition category some of its main competitors include:

Brand	2020 (in million)	2021 (in million)	2022 (in million)
LG	10.5	11.2	11.92
Daikin	9.8	10.5	10.5
Haier	9.2	9.8	9.8
Panasonic	8.5	9.2	9.2
Samsung	7.8	8.5	8.5
Voltas	7.1	7.8	7.8

Key Strengths and Weaknesses

LG Electronics key strengths include:

- Strong brand recognition
- Global presence
- Innovative capabilities
- Broad product portfolio

LG Electronics key weaknesses include:

- Reliance on the consumer electronics market
- Profitability challenges
- Limited presence in some key markets

Sales of LG Air conditioning in 2022:

According to Statista, LG Electronics sold around 11.92 million air conditioners in 2022. This makes LG the second-largest air conditioner manufacturer in the world, after Daikin Industries.

LG's strong sales performance in 2022 can be attributed to a number of factors, including:

- The company's focus on innovative and energy-efficient products. LG's air conditioners are known for their advanced features and technologies, such as AI-powered cooling and inverter compressors.
- LG's strong brand recognition and global presence. LG is a well-known and trusted brand in the air conditioner market, and its products are sold in over 100 countries.
- The growing demand for air conditioners in developing countries. With rising incomes and temperatures, more and more people in developing countries are buying air conditioners.

LG is expected to continue to be a major player in the air conditioner market in the coming years. The company is investing heavily in new technologies, such as artificial intelligence and 5G, to develop even more innovative and energy-efficient products.

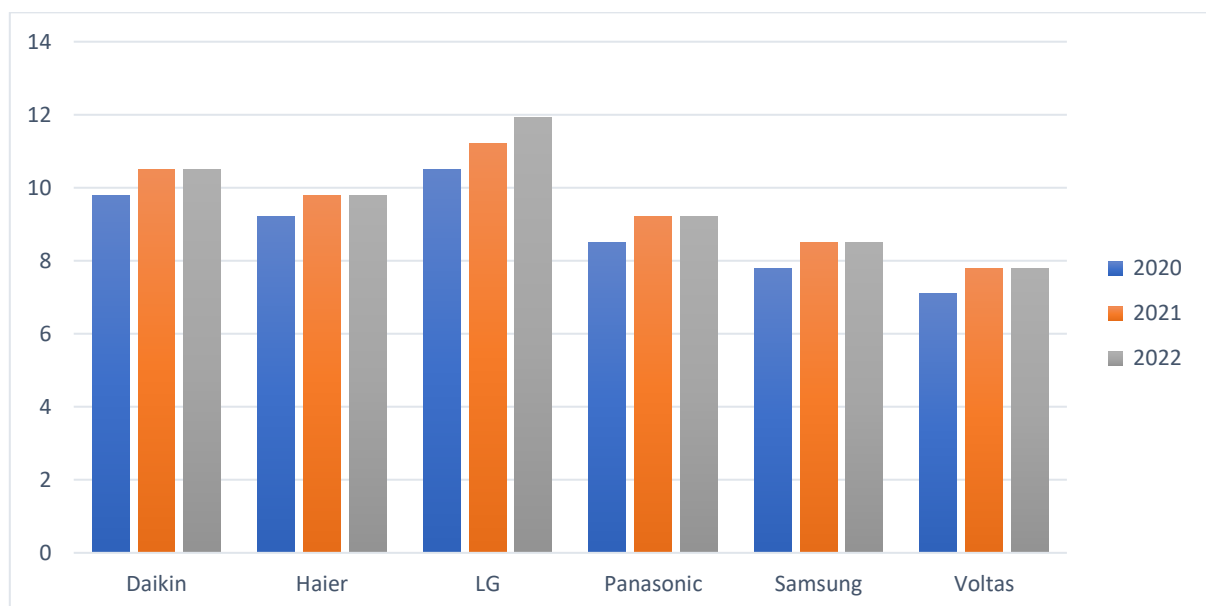
Year 2023:

LG Electronics, India MD Hong Ju Jeon, mentioned in an interview in June 2023 that the company expects to see its highest sales growth globally in India this year. He also mentioned that LG expects to grow its AC sales in India by 25% in 2023.

This growth is expected to be driven by a number of factors, including:

- The increasing demand for air conditioners in India, as more and more people in the country can afford to buy them.
- LG's focus on innovative and energy-efficient products. LG's air conditioners are known for their advanced features and technologies, such as AI-powered cooling and inverter compressors.
- LG's strong brand recognition and global presence. LG is a well-known and trusted brand in the air conditioner market, and its products are sold in over 100 countries.
- LG's aggressive marketing and sales strategy in India. The company has launched a number of new marketing and sales initiatives in India in recent years, including the launch of its exclusive LG AC stores.

Overall, LG is well-positioned to achieve its sales targets in India in 2023. The company has a strong brand, a wide range of innovative products, and a aggressive marketing and sales strategy.



Picture showing the sales of LG Air condition is constantly increasing every year which is good company indication with respect to the industry growth.

LG Electronics' revenue growth over the past 3 years.

Year	Revenue (in billion USD)
2020	56.94
2021	67.25
2022	66.77

Organizational Structure

LG Electronics is a large multinational company with a complex organizational structure. However, the company's structure is generally divided into the following key areas:

Directors



Bong Seok Kwon

- Vice-chairman, LG Corp.
- Chairman of B.O.D.
- Non-executive director
- Management committee independent director candidate recommendation committee
- Last appointed in January 2022



William Cho

- CEO, LG Electronics
- Executive director
- Management committee ESG committee
- Last appointed in January 2022



Doo-young Bae

- CFO, LG Electronics
- Executive director
- Management committee Internal transaction committee
- Last appointed in March 2021

- **CEO and Board of Directors:** The CEO reports to the Board of Directors, which is responsible for overseeing the company's strategic direction and making major corporate decisions.



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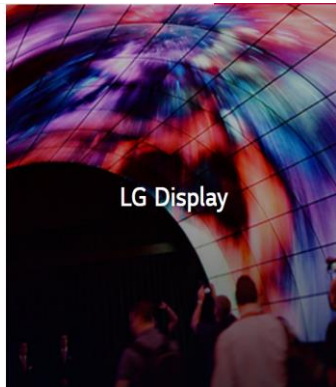


Picture from LG Electronics Global CEO visits India, company to ramp up investments in local factories.

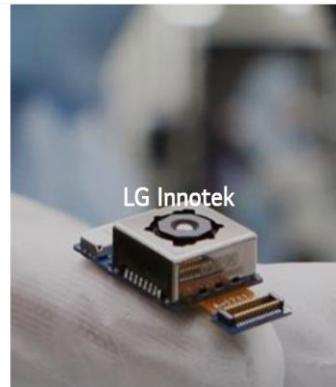
- **Divisions and Business Units:** LG Electronics operates in a variety of industries, including home appliances, home entertainment, and vehicle components. Each industry is typically managed as a separate division or business unit.



LG Electronics



LG Display



LG Innotek

- **Regional Operations:** LG Electronics also divides its operations regionally. There are specific teams or divisions focused on different geographic areas such as North America, Europe, Asia, Europe, Middle East & Africa, Central America & Caribbean and Global.

- **Functional Departments:** In addition to divisions based on product lines, LG Electronics has functional departments such as marketing, sales, research and development, human resources, finance, and supply chain management. These departments provide essential support services to the product-oriented divisions.
- **Research and Development (R&D):** LG Electronics invests heavily in R&D. There are dedicated R&D teams working on technological innovations, new product development, and improving existing products. These teams often work closely with specific product divisions.
- **Manufacturing and Production:** LG Electronics has manufacturing facilities worldwide. These facilities are responsible for producing LG's various products, ranging from smartphones and televisions to home appliances.

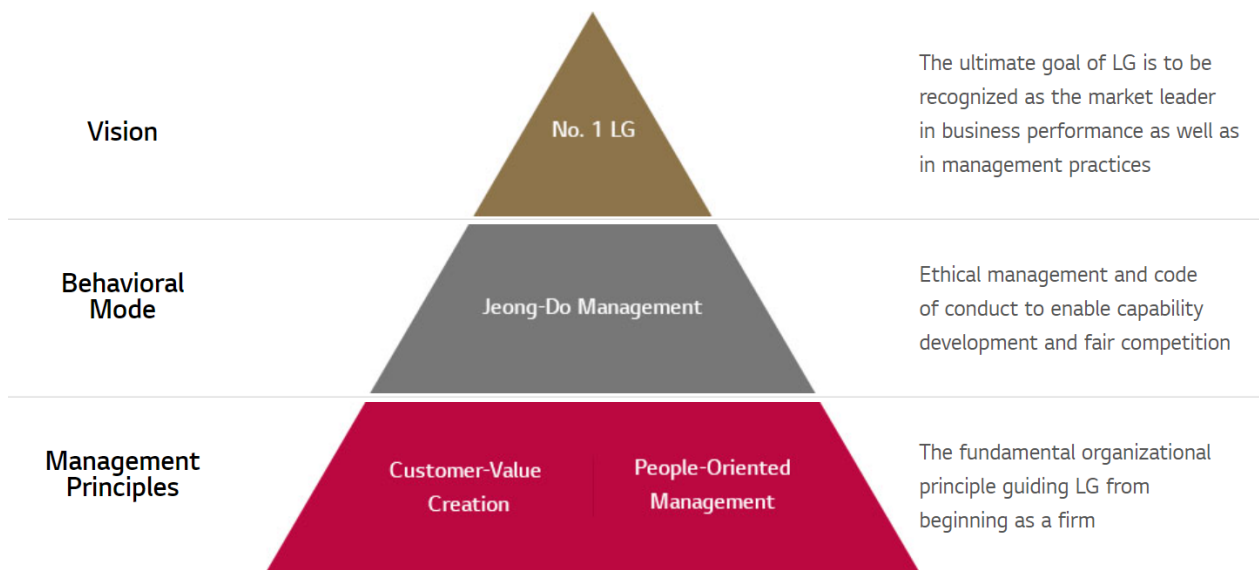
Products and Services Offered

LG Electronics is a diversified technology and electronics company that offers a wide range of products and services across various sectors. As of 2023, LG provides products and services in the following categories:

- **Home Appliances:** Refrigerators, washing machines, vacuum cleaners, air conditioners, dishwashers, microwave ovens, kitchen appliances, etc.
- **Home Entertainment:** Televisions, home theatre systems, Blu-ray players, soundbars and audio systems, etc.
- **Vehicle Components:** In-car infotainment systems, electric vehicle components, etc.
- **Business Solutions:** Commercial displays (digital signage, video walls), hotel TVs and solutions, monitors and desktop displays, solar energy solutions, air solutions, etc.
- **IT Products:** Laptops (LG Gram series), monitors, optical storage devices, etc.
- **Smart Home Devices:** Smart home appliances (compatible with LG ThinQ, LG's smart home platform), home security systems, etc.
- **Health and Wellness:** Medical imaging equipment, health and wellness devices, etc.

Vision, Mission, and Values

LG Electronics' vision, mission, and values statements reflect the company's commitment to innovation, sustainability, and customer satisfaction.



- **Vision:**

"LG Electronics pursues its 21st century vision of becoming a true global digital leader who can make its customers worldwide happy through its innovative digital products and services."

- **Mission:**

"At LG, we deliver products and services that make lives better, easier, and happier, through increased functionality and fun. We are committed to providing electronics that allow you to work smarter, play harder, and live better."



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To Customers

a trustworthy brand that provides best products and services

-
-
-
-
-
-
-

To Investors

a secure investment that yields sustained high returns



To Employees

a great workplace that talented individuals want to join

To Competitors

a leader that competitors are willing to learn from



Open Innovation:

Since no one organisation can do everything on its own these days, an open and collaborative approach to innovation is no longer an option—rather, it is required. Working across organisational and industry borders allows us to do more, more quickly, and more effectively.

It is mostly about encouraging cooperation across LG affiliated businesses in order to create creative synergy. We wish to collaborate on new and more ambitious challenges in order to unleash the amazing potential of our varied business and R&D portfolio, which spans from electronics and chemicals to communication and services.



Future Incubation:

By utilising this expansive worldwide network for research and development, LG Sciencepark hopes to discover new prospects in fields not yet served by its present companies, but which might gain from a combination of our varied skill sets.

As the R&D centre for LG Group, we will focus in particular on some of the most pressing and fascinating global issues—those that call for a longer-term strategy than is often required for day-to-day commercial operations. These will be about significant concepts that alter our way of thinking and doing things.



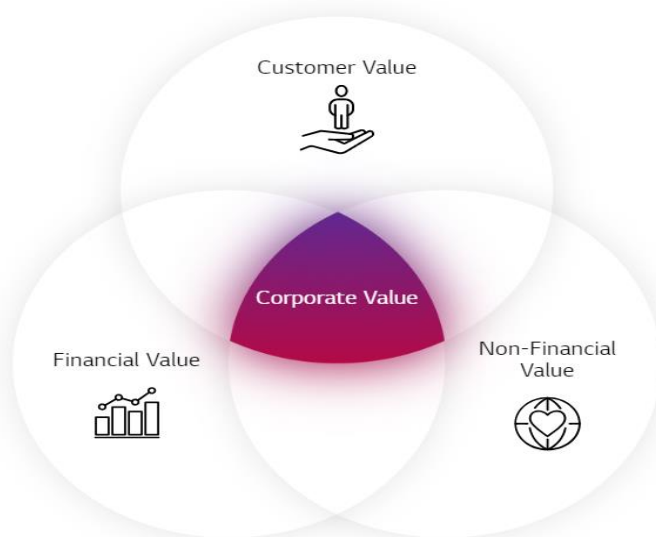
- **Values:**

- Innovation: LG is committed to the ongoing development of new products, features, and technologies that enhance the lives of its customers.
- Customer Focus: LG places a strong emphasis on understanding and meeting the needs of its customers, ensuring their satisfaction with high-quality products and services.
- Integrity: LG values honesty and integrity in all aspects of its business operations, from product development to customer service.
- Respect for People: LG promotes a positive, inclusive, and diverse workplace where employees are respected and encouraged to contribute their best ideas.
- Sustainability: LG is dedicated to environmental sustainability, aiming to create products and implement practices that minimize environmental impact.
- Global Perspective: LG operates with a global mindset, understanding and embracing the cultural diversity of its customers and employees worldwide.

- **Corporate Sustainability:**

Leading the way in consumer electronics and home appliances worldwide, LG Electronics (LGE) is steadfast in its commitment to environmental, social, and governance (ESG) responsibilities. LGE's Environmental, Social, and Governance (ESG) goal "Envision a

Corporate Value Maximization



world where the improved lives of individual stakeholders collectively drive sustainable growth."

Three main areas are the emphasis of LGE's ESG strategy:

Positive environmental values: LG is dedicated to lessening its own environmental effect and assisting its clients in doing the same. The organisation has set aggressive targets to cut waste generation, water use, and greenhouse gas emissions. Additionally, LGE is creating cutting-edge goods and services to assist clients in lessening their environmental impact.

Inclusive social values: LGE is dedicated to building a society that is both egalitarian and inclusive. The organisation strives to build an inclusive and diverse workforce, assist its staff and local communities, and provide goods and services that are affordable for all.

Trusted management: LGE is dedicated to operating in an ethical and responsible manner. The organisation is dedicated to openness and responsibility and has a robust corporate governance structure in place.



Details of Task

Project Goals and Objectives

The goal and objectives of my project is to increase sales during my internship program with the help of the Marketing of the LG brand which is present to showcase the product. My task was to showcase my brand product to customers who are looking to buy AC. My goal was to increase sales and my objectives are to perform better than other brands and will achieve my target.

Methodology/Approach Used

Sales pitch: It is the most important task because I have to use the marketing proposed things and demonstrate in the best way which helps to increase sales of my brand product. This was a process through which I had to go to make my customers. This process is explained in 7th part of the report in detail.

Calling: In this task, I have to call my customers who told me that they will buy it later, or call those who gave their number and told me to call if any offers came. Also in this task Reliance staff gave past year customers name and contact number and ask us to call them and ask if they need anything. So in this process, I find some of my customers and told them to come at my store and buy my AC because it is the best deal for them.

Follow-ups: In the follow-up process I just have to be in contact with the customer whom I have interacted with earlier and ask on the given date when they are coming to buy my product. It helps to build customer relationships.

Pricing: I have to check pricing every day because it is the most important thing of marketing. Customers judge according to price, and they also share information sometimes that another Mall provides lower prices and more offers than you. It is not about Lg company it is about malls like

Reliance Digital and their competitors. Price factors influence sales, so I have to check what pricing Reliance offers for the same product. It is part of my marketing and based on this I build a strategy like giving customers more discounts after knowing the pricing of other places by asking seniors of Reliance.

Offers and discounts: It is the best way to win customers the more the brand offers discounts on products more the customers buy the product, I have seen Haier Ac selling mostly because of their more offers. Also, I have to check whether any new offers are coming so that I can connect calls to my customers to buy if they need any more products.

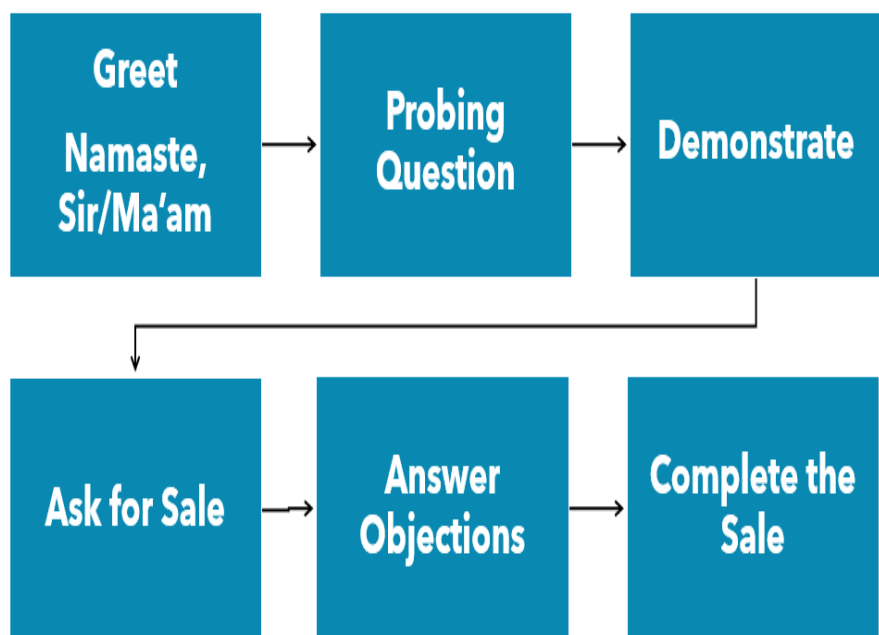
Model Tracking: I have done model tracking which is counting each product model number of my brand product and other brands' products. By this company analyses how many of its products are for showcasing to the customer in comparison to other brands. It will help to make a strategy based on that. Also, I have to do model tracking every week because it is a continuous process of marketing these things matter in marketing and help to increase sales. This is just an example of how model tracking is done:

Model number washing machine semi	Serial number
P7010RRAZ	111NWTY084961
P8030SRAZ	210NWZZ059853
Model number washing machine TL	Serial number
T65SKSF1Z	112NWMQ075203
T70SJMB1Z	011NWDE129570
Model number washing machine FL	Serial number
FHV1207Z4M	212PFLQ007072
FHV1265ZFW	2002PFYZ031466

Sales Technique & strategies:

During my Summer Internship Program, I learned to do sales. Sales are the backbone of any organization. It is that everyone should carry with them as a skill. During my internship, I have seen other salespeople and learned from them how to sell products to customers. As I was working on the Reliance Digital shop floor I saw the poster of the **six steps of selling**:

1. Greet
2. Qualify
3. Demonstrate
4. Ask for Sale
5. Answer Objection
6. Complete the Sale



Let's elaborate on these steps one by one so that I will tell you now what and how I have done Sales by using this process.

Greet:

Using a polite and culturally respectful greeting like "**Namaskar, Sir! How can I help you?**" was my first interaction with customers. It had several positive effects on your sales process:

Cultural Respect: In this process when a customer walks from the door of the shop floor he is like god for me because I got a chance to serve him/her and helping them is my duty so a good greeting is the first process.

Professionalism: Saying customer "Sir" adds a touch of formality and professionalism to the conversation. It shows that you regard the customer with esteem and are ready to assist them professionally.

Positive First Impression: This is the most important thing that builds trust between the customers and the sales representative. When a customer enters through the door they judge the sales representative by their words so if you don't look formal, professional, and trustworthy they will not buy your product. When customers feel respected and valued, they are more likely to trust the salesperson. Trust leads to better communication and a higher likelihood of making a sale. And good greeting to customers helps to build good conversation and build a bridge between the aware, ask, and act to buy process.

Enhanced Customer Experience: Sales are not just about the product; they're also about the experience. A respectful and culturally sensitive greeting contributes to a positive customer experience, making customers more likely to return in the future and recommend your services to others. In a competitive market, excellent customer service can be a significant differentiator. A respectful greeting can be the first step in providing outstanding service, setting your business apart from competitors.

Qualify:

In this next step, I have to ask customers probing questions. The questions are based on the customer's behavior and judgment. If the customer is moving toward AC I ask them, "Sir, are you looking for AC" or "How can I help you, Sir". These types of questions let the customer open and tell me what exactly he/she is looking at.

If my customer told me that he is looking for an AC, then again, I had asked:

- What type of AC sir?
- Are you looking for window AC or Split AC?
- Is it inverter AC or Non-inverter AC?
- What is the size of your room/ hall/office?
- Is there any window space?
- On which floor do you need the AC for?
- How many tons of AC are you looking for?

If my customer did not know what is the actual size of the room and what best fit matches of AC according to the room then I have to make them aware that this is 1 ton AC and this will work better if the room size is 10 x 10 and more according to their lack of knowledge and in this process, I have to ask for all the detailed information because firstly I have to understand what is the needs and am I able to fulfill his/her needs with my product, and if my product has all the features so I can modify my sales pitch according to the customer's needs.

Demonstrate:

When I heard all the needs of customers during probing questions. I demonstrated my product in such a way that customers were most likely to buy it. Additionally, I told them some more information that could be helpful for the knowledge of my customers so that they can find my information about my product is relatable and trustworthy. Demonstrating a product is highly important in the sales process for several reasons:

Clarifies Product Benefits: A demonstration allows potential customers to see and understand the product's features and benefits in action. It clarifies what the product does and how it can solve the customer's problems or fulfill their needs.



Increases Understanding: People often have different learning styles. Some individuals understand and retain information better through visual or hands-on experiences. A demonstration caters to these preferences, ensuring a deeper understanding of the product.

Builds Credibility: Seeing is believing. When customers see a product in action and witness its effectiveness, it builds credibility for your brand and the product itself. It demonstrates that the claims made about the product are true and trustworthy.

Overcomes Objections: Sometimes, potential customers might have concerns or objections about a product. A demonstration provides an opportunity to address these objections in real time. You can show how the product mitigates concerns, which can be more convincing than verbal explanations.

Encourages Engagement: Demonstrations engage customers actively. Instead of passively listening, they are involved in the process. Engaged customers are more likely to remember the information and, consequently, the product. Like when I show them that Lg Ac is energy efficient and I show them the unit used during a year label that helps to make my words trustworthy. It also helps to differentiate from Competitors because they don't have those features which I will show in my product's unique selling proposition that helps me to win deals with my customers.

Provides Feedback: Watching customers' reactions during a demonstration. It is the most important during the demonstration because then I sense whether is my customer interested or not. I gauge their level of interest, identify specific features they find appealing, and tailor my sales pitch accordingly.



Ask for Sale:

Asking for the sale is a critical step in the sales process. When I have presented my product, addressed any concerns, and built rapport with the customer, it's time to close the deal. Here are a few ways you can ask for the sale:

Direct Approach:

- "Are you ready to make a purchase today?"
- "Shall I go ahead and process your order?"
- "Would you like to proceed with the purchase?"

Assumptive Close:

- "Should I have this shipped to your home or office?"
- "When would you like the delivery scheduled?"

Alternative Close:

- "Would you prefer the basic model or the upgraded version?"
- "Do you want to look for window Ac which is small and fit in you window?"

I have just to be confident in my product and ability to meet the customer's needs. Also, I pay attention to the customer's responses and body language. If they seem hesitant or uncertain, be prepared to address any remaining concerns or provide additional information to help them make a decision.

Answer Objection:

If my customers have any doubt about my product like-

- Is it really energy efficient?
- Is it capable of making my room cool in 5 minutes?
- It is highly-priced. Is there any Ac with a low price?
- Which will be better window or split?
- Coil are costly and gets damaged.

These doubts are the concern of customers so in this process I show them the stickers printed on my product which show all the things that clear the doubt of my customers. Even I start the Ac and show them the speed of Viraat Mode.

- Like comparison of my Ac energy efficiency with other Ac.
- The Viraat mode feature shows that Ac will convert into 10 percent more power and make room faster.
- Our Ac is energy efficient so no problem about the price you can save the price in the next 2-3 years.
- Window Ac will work better because it requires less servicing in comparison with Split.
- I had shown them the Ocean Black protection by opening the door of window Ac.

Complete the Sale:

After all the interactions with my customers, I give them all satisfied solutions and tell them about the benefits of my Ac when they look totally satisfied with my product. I ask them with politeness that if you buy it today you can have it by tomorrow. This is my way of indirectly asking to buy and then the customer tells me ok he/she will buy and then asks for offers and discounts. With the help of Reliance Employees, I take customers to the purchase counter and then Reliance employees book.

Contributions to the LG during the Internship

During the Internship, I have done 24 sales of my product. It is low if you compare it with other sales representatives, but it was my first try, and from zero where I knew nothing about the product also my first work so I learned from the beginning I had learned from 2 day training and then I learned from my sales partner Vishal at V3S and then I am able to sell by my own at Shahdara. I had managed to sell 24 products in 2 months and 10 days of time.

Also, I gave tough competition to other brands and managed to sell more than them in 2nd-month duration.



Impact of Training on Sales Representatives:

Enhanced Skills and Confidence: Sales training refines communication, negotiation, and product knowledge. It boosts sales representatives' confidence, enabling them to engage customers effectively, handle objections, and close deals convincingly. Also, regular training helps to know about the new features of the products. Like I came to know about the ThinkQ features of Lg which enables automation of the function of the product.

Improved Customer Relationships: Well-trained salespeople understand customer needs, building trust and rapport. By empathetically addressing concerns and offering tailored solutions, they enhance customer satisfaction, leading to repeat business and referrals.

Increased Sales Performance: Training equips sales teams with the tools to adapt to market changes, handle objections, and utilize persuasive techniques. This leads to higher conversion rates, increased sales figures, and ultimately, improved revenue for the company. Also, the trainer know what is happening at a different place because he has to train at every place so this helps to increase the knowledge more effectively.

Suggestions for improving the sales process or strategies:

According to me some of the suggestions which I understand to be more adaptable are:

The sales representative's age issue: like if they get older LG Electronics does not take them instead they prefer young sales representatives. I saw some sales representatives who are older and good in sales and their main income is sales and those incentives, but they can't be in LG.

Another thing I saw is a fixed salary option for sales representatives, it can be bad sometimes because I saw in Shahdara Unity one mall where sales were on Saturday and Sunday. Lg sends sales representatives there, but they do not sustain there because sales are low and the sales representative wants higher income from incentives so those types of sales representatives will never work on the shop floor if they have the ability to earn 1 lakh rupees of incentives why they will work for only Saturday and Sunday sales. In this case, LG has to look into the matter and pay a high fixed salary to employees with less experience and more talent.



Areas for further development

LG Electronics is facing a number of challenges, but it also has a number of opportunities. The company is investing heavily in new technologies, such as artificial intelligence, 5G, and electric vehicles. LG Electronics is also expanding its presence in new markets, such as China and India.

To be successful in the future, LG Electronics will need to:

- Continue to innovate and develop new products and services that meet the needs of its customers.
- Improve its profitability and reduce its reliance on the consumer electronics market.
- Grow its market share in smartphones and other key product categories.
- Expand its presence in key emerging markets.



Conclusion:

In conclusion, the internship at LG Electronics provided a valuable opportunity to delve into the intricacies of marketing strategies and sales dynamics. The comprehensive analysis undertaken aimed at understanding LG's approach to product promotion and its direct impact on sales performance has yielded crucial insights.

The skills honed during this experience, ranging from effective communication to resilience and ethical selling practices, have not only contributed to personal and professional growth but also directly influenced the 24 successful sales achieved during the internship. Overcoming initial challenges and biases underscored the importance of adaptability and determination in the face of obstacles.

The industry analysis shed light on LG's global standing, emphasizing strengths such as strong brand recognition and innovative capabilities, along with challenges like profitability concerns. The sales data for LG air conditioners showcased the company's global success, particularly in India, where significant growth is anticipated.

The project goals centered on increasing sales through effective marketing strategies, and the methodologies employed, including sales pitches, follow-ups, and pricing analyses, proved instrumental in achieving this objective.

As LG Electronics continues to face challenges and opportunities in a rapidly evolving market, the internship experience underscores the need for ongoing innovation, market adaptation, and a focus on customer needs. The recommendations for improvement, such as addressing biases in hiring and exploring alternative remuneration models, aim at fostering a more inclusive and dynamic workplace.

Looking forward, the insights gained and skills acquired during this internship are poised to make a meaningful impact not only on my professional journey but also on contributing to LG's continued success in the dynamic landscape of consumer electronics.



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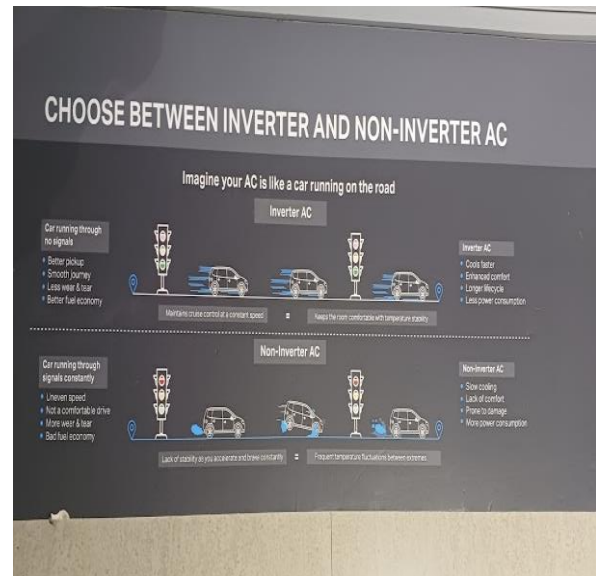
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[LG Electronics Global CEO visits India, company to ramp up investments in local factories - The Hindu BusinessLine](#)

Appendix:

Pictures:



Picture at Reliance Digital for Kids Activity because buying electronic products is a time-consuming process and doing these activities helps customers to focus on buying and kids are enjoying and having fun by doing Art.



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THE END