

Solutions to Enhance Corporate Sales Performance in Vietnam

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Abstract: This article presents some solutions to improve sales performance in private enterprises in Ho Chi Minh City (Vietnam) in line with the trend of globalization and international economic integration. The article has thoroughly analyzed the theoretical basis of the sales concepts, the role of the sales in business, the and the sales management process and the related practices of those issues in Vietnam.

Keywords: sales efficiency, sales performance, sales management, Vietnam

1.INTRODUCTION

Globalization in terms of economic integration and trade liberalization is a prominent trend of the world today. The development of Vietnam's economy is not out of that trend. In the market economy, to be successful, businesses must perform effective sales activities. Sales activities have taken place for a long time under different forms and have gone through the development process for many centuries along with the development of society. The market economy with the current globalization trend has created conditions for consumers to get access to constantly innovating products and services along with the development of science and technology. Therefore, consumers have more choices to find products that satisfy their needs, giving sales more and more opportunities to grow. Moreover, the competition is fierce as it becomes increasingly difficult to gain competitive advantage. Advertising, promotion and discount strategies present only short-term advantages, because other businesses also quickly imitate and follow. Therefore, sales activities have emerged as an important instrument to help businesses create and maintain long-term competitive advantages in the market.

Ho Chi Minh City is a dynamic market, offering opportunities to but also containing many risks and challenges. Therefore, every company doing business in Ho Chi Minh City must also have the appropriate policies and actions to survive and develop. Trading and Service Companies (TSC) representing private enterprises in Vietnam are also asserting their position and creating competitive advantages for themselves. So how do TSC sell products and increase competitiveness. Researching this issue at TSC, we will see more clearly about sales activities, factors affecting sales activities and some solutions to improve sales operations.

Based on the theory of sales management as the foundation, through data collection, the actual situation at the company, we conduct the analysis of the sales planning of TSC companies. The research aims to find out the strengths and weaknesses with specific reasons, on that basis propose solutions to help TSC companies improve the sales planning in the future.

Selling is an integral part of every business. Not only that, sales are also a key determinant of business success. In the past, sales activities of TSC companies did not bring results as expected. Therefore, this article focuses on researching solutions to improve sales performance at TSC companies. From there, we find out the limitations and give appropriate solutions to improve

sales efficiency.

2.THEORETICAL FRAMEWORK

2.1.Sales concept

Selling is a very diverse term in terms of its understanding. Because of different approaches, there are many concepts about selling. Here are some of the different sales concepts. According to James M. Comer (2005): "Selling is a personal process in which a seller learns, discovers, evokes and responds to a buyer's needs or desires in order to fulfill his or her interest that is satisfactory and lasting for both sides". According to Philip Kotler (2001): "Selling is a form of direct introduction of goods and services through the exchange and conversation with buyers to meet the satisfactory and long-term interests of both parties". According to classical conception (2009): "Selling is the activity of making the exchange of a product or service delivered by the seller to the buyer in order to receive money back from the buyer for an item or value in an exchange"

It can be seen that there are many concepts of selling, each with its own reasoning and acting. However, they all share three following common characteristics:

- It is an exchange process,
- Sellers find out and satisfy buyers' needs,
- Build long-term relationships for mutual benefits.

Selling is the way for goods to be circulated from the producer to the consumer, from the excess to the place of demand. Selling activities will directly bring profits to the company through the sellers, so it requires sellers to grasp market opportunities well and adjust implementation policies to ensure the interests of consumers. In today's era of fierce competition, good sales skills will bring profits to the company and determine its ability to compete with competitors.

2.2.The role of sales

Selling is a very important activity of the business, it affects the existence and development of enterprises in the market. Sales bring satisfaction to the needs of each individual in society. The shopkeeper is a great contributor to both producers and consumers. Selling has many different roles, typically the three main roles of selling (Anh & Tien, 2017):

- Helping goods flow from the place of production to the consumer. If society does not have sales, production will be stagnant, businesses that produce products have no one to consume, and consumers need to use the product but do not know where to buy it. Therefore, selling helps businesses find people to use the products they produce; help consumers get the products they need.

- Play the role of money circulation in the economic engine. Enterprises produce goods and services and sell them to those who need them to make a profit. Proceeds from sales will continue to be put into production to make a profit after the next sale. Just like that, sale will help the cash flow to flow from the buyer to the seller's hand and back to the buyer's hands continuously.

- Helps to move goods from surplus to demand, thereby playing an important role in need by social needs. According to the law of supply and demand, where there is a surplus of goods, the price will be low, on the contrary, where there is a shortage of goods, the price will be high. Therefore, selling in places where there is a shortage of goods will make a higher profit than where there is excess goods.

Selling is beneficial for both buyers and sellers. For the buyer, their benefit is having the product. As for the seller, it is the profit from the business. Thanks to sales activities, cash flow and goods circulate regularly between buyers and sellers. Each rotation generates benefits for both sides. From the above analysis, we have seen the importance of sales activities to the society and economy. Therefore, the promotion and development of sales activities will stimulate the development of society, bring prosperity, improve human living standards, satisfy all needs for everyone in society.

2.3.The purpose of selling

The general purpose of selling goods is to convert goods to money in order to bring profits to the organization. All other business activities are aimed at selling goods and only selling can achieve the immediate goal that is profit (Kotler, 2001).

Satisfying the needs of the business: Selling manufactured products quickly to recover

capital and maximize profits for the business. On the other hand, selling is the place to gather information for the business. For businesses to know their advantages and disadvantages in the market and then have appropriate policies. The most important goal of an enterprise is to be profitable because it can be maintained and developed by the business. Therefore, the purpose of selling is to bring profit to the company. In addition, sales activities are also aimed at developing product brands for businesses, helping businesses expand their markets and gain new customers.

Satisfying the needs of customers: Knowing what customers need, what they want, from which there are solutions to meet the benefits, desires in life and life of customers.

2.4.Sales process

Selling process is one of the factors affecting sales activities, making sales activities become more efficient. The selection and construction of a professional sales process are essential jobs to help bring in revenue as well as make the business operate more smoothly and systematically (Comer, 2005; Luan, 2018; Tuan & Hoa, 2009).

Step 1: Prepare the plan and define the targets

The preparation work is always the first priority in the overall standard sales process of the company. To prepare a detailed sales plan and define clear goals of the business, it is necessary to have the following contents:

- Products and services: details of the form, content, advantages and disadvantages for customers and the most important thing is the benefits that customers can get.
- Identify potential customers: characteristics, behavior, personality through reality, social networks, friends, people around or from your own competitors.
- Prepare full sales records including quotes, descriptions, pictures, visit cards, brochures, catalogs.
- Make specific sales plans such as reasonable time, location, exchange content, professional, polite sub-page.

Step 2: Find potential customers

It is necessary to make a list of leads, eliminate inappropriate or non-prospects customers. It is necessary to clearly define the focused market and the target audience, to avoid confusing guests as potential guests or prospective guests. Salespeople can phone, mail, and communicate via social networking applications to prospective customers before deciding to visit.

Step 3: Reach customers

Is one of the sales techniques aimed at knowing the main needs of the customer and evaluating the customer. In this step, the salesperson needs to find out enough information about the object, set the target of the exchange, and visit. It is necessary to have an outreach strategy for each specific customer based on their personality and main needs. Salespeople need to know how to greet their audience to get a head start on a future relationship, including their appearance, opening words, and comments in the story. This step is successful, the sales process becomes easier because we have convinced the customer 50%.

Step 4: Introduce products and services

In the step of introducing products or services, they should not turn into presentations or presentations about products. Salespeople need to provide customers with value benefits related to the product. The company's products and services should appear in terms of what it will bring to customers instead of just talking about features, characteristics and appearance. During the customer visit, the salesperson should ask many open questions so that customers can join together and give many opinions, questions or comments about the company's products or services.

Step 5: Convince customers and solve problems

Customers almost always make counter-arguments during the introduction process or when proposing to order, their opposition can be psychological or logical. In order to handle these objections, the sales staff must always keep a cheerful attitude, ask the buyer to clarify any disagreeing opinions, reasonably negate the value of these rebuttal opinions. Giving negative opinions and opposing opinions helps customers to better understand and accept the terms of goods and purchase orders from the organization.

Step 6: Agree on the deal

This is the stage when the salesperson needs to try to agree on the deal, they need to know how to recognize the end signals from the buyer, including gestures, words or comments and questions. The salesperson can come up with special agents to get the buyer to end the deal. Especially always use open-ended questions to make it harder for customers to refuse.

Step 7: After-sales customer care

This last step is essential, an important stage in the sales process and cannot be ignored when the salesperson makes sure that customers will be as satisfied as possible with the products and services of the business. Industry, thereby stimulating acquisition and promoting the brand. Immediately after the end of the deal, the salesperson needs to complete all the necessary details about delivery times and conditions of purchase, they need to have a plan to retain customers and increase customer acquisition to ensure make sure not to forget or lose customers. Does your business have a good after-sales service system that helps retain customers, but also helps your marketing business communicate well to new customers in the future.

3.CORPORATE SALES PERFORMANCE ANALYSIS

3.1.Sales process of TSCcompanies

The sales process is one of the factors affecting sales activities, helping the companies's sales activities become more efficient.

Find customer information

Find customer information from a variety of sources. Through the internet, websites such as:

- <http://www.thongtincongtty.com>
- <http://thv.vn>
- <http://vinabiz.org>
- <http://www.danhba24h.com>
- <http://chotot.com>
- <http://vietcarework.com>

It is necessary to prepare sources and information of customers who have and have not used TSC's website. List of unused and used customers. Unused will call to ask, find out the needs of customers who want to use the website and stimulate the needs of customers to have a desire to use the website and strengthen the brand as well as develop the scale and career. their. Because in part now information technology is developing, technology 4.0 thrives, plus the Covid-19 epidemic, the ability of people to work together but afraid to contact directly and only do online business is mainly. Therefore, especially for newly established companies or long-term businesses but still do not have a reputation on the website, it is very necessary to have a website to reinforce information, brand and communicate with customers. Not only that, but the web also make PR activities for that business to let people know more, the business is easier and grows faster.

Make an appointment to meet with a client

When we have called and the customer feels the need to build a website and want to find out, we will schedule an appointment directly and announce a specific appointment at a location so that customers can remember to make an appointment with us. At the same time, we will prepare references related to the customer's business, then quote each package and consult the customer to make the design according to the customer's requirements.

Edit the interface demo according to customer requirements

Based on the information when exchanging with customers via phone, Zalo, conduct website demo at the request of customers.

Meet and exchange with customers, sign a contract

Edit the design to best suit, agree on the handover date. After the customer has agreed on all stages, sign the contract. The contract includes: website design contract, domain name contract, hosting lease contract. All contracts have two copies (one copy kept by the client, one kept by the company). At the same time, 50% of the contract value will be collected in advance to the accounting department, the remaining 50% will be refunded after handing over the website.

Work with the technician to have them program a complete website according to customer requirements

Talk to the technical department about customer requirements, specify website details, colors, images, typography, effects, features, access methods, use for programming and demo implementation. programmed to take about 3 weeks to complete a demo.

Website test run, simple content editing according to customer requirements

After editing, the technical department will send back to the sales department. Run a test website, check whether the push feature has been recognized by google. Edit some colors, content according to customer requirements.

Handing over to customers

Contact, hand over the website designed completely to customers, and collect the remaining 50% of the contractual cost.

Provide customers with information and manuals

Guide customers to use, access and maintain the website, instruct the features of the website, how to care for the website to operate in the most effective way and attract the most customers.

Customer care after handing over

Support information customers do not know. Inquire about business situation, create good relationships with customers.

Finding customers will be based on the efforts of each consultant, each consultant will find clients for themselves, the company will not have a list of customers before.

3.2.General assessment of sales performance at TSCcompanies

Achievements

Through analysis of factors affecting sales activities, TSCcompanies have achieved the following aspects:

-TSCcompanies have chosen a niche market full of opportunities and potential. Website software design is in high demand today and is currently and will explode in the next few years as more and more businesses and individuals are massively occurring.

-TSC companies have chosen the right customers, thereby helping the company's employees save time, effort and cost to properly focus on potential customers of the company. From there, increase the chances of selling products that bring in revenue for the company.

-TSC companies organize the sales force geographically to help the company save costs; Give employees freedom to decide on which products to sell to which customers; In particular, it helps to build a relationship between customers and the company, each employee will work directly with their customers so when there is a problem, the customer will know who to contact. who will be responsible for solving. Besides, the company also has a young dynamic and enthusiastic sales force.

-Understanding customer psychology in choosing products suitable to the affordability and needs of customers, TSCcompanies have chosen to distribute products with clear design packages, diversified policies as well as Diverse payment methods (immediate payment or 50% prepaid payment) help customers have many choices. This helps to increase the company's image in the eyes of customers.

-Build a good image when you are just a nascent business. By creating an extremely quality website that has a steady and increasing number of visitors over the years. Always completing quality projects and products has increased TSC companies' reputation and reliability to customers.

Limitations

Besides the things that TSC companies have achieved, the company has many limitations, in which, the above mentioned limitations significantly reduce the sales efficiency of TSC companies. For example, product packages are still limited, with higher design costs than competitors. The designs have not yet attracted the maximum customers. The sales force still does not have much experience, in-depth consultation on product packages for customers. Moreover, the company's lack of remuneration policies for employees also makes job hopping situation quite high, leading to a limited workforce. Especially in fact, the company does not have any customer care after sales. This affects customer satisfaction as well as extremely low return rates.

4.SOLUTIONS TO ENHANCE CORPORATE SALES PERFORMANCE

4.1.Solutions to improve sales management

Through analyzing the factors affecting sales activities of the company as well as pointing out the aspects achieved, the limited side and the reasons for the limitation in sales activities of TSC companies. The author has proposed a number of solutions to improve the sales performance of TSC companies.

Solutions for the company's products

Currently, the problem with the product that the company is facing is the cost difference with some other software companies. The technical team needs to design products that suit customers' tastes but still ensure the most appropriate cost for customers. When designing a website, the technical team needs to clarify with the salesperson what the main purpose the customer wants to highlight here is. If the website has a category of "Sales", it is necessary to determine whether this is the most clearly emphasized element in the website for the sake of bringing to the customer the profit or not through the list of sale. Product and price are the two must-have items on the product page. One should provide enough information for each customer, regardless of whether they already know your product or not.

The product page must contain information that will serve both current and potential customers. Some users will be experts on the type of products that the website sells, others will not have basic knowledge. Therefore, when designing Website for customers, it is necessary to provide enough information that customers want to share in a useful and easy-to-understand way. Above all, it is necessary to instruct some non-tech savvy customers how to build content and images for the most effective website.

Solutions to improve sales force quality

In business, human resource is not only an indispensable factor but also an extremely important one, especially in the service industry. Among the advantages that a company uses to compete with competitors, the human advantage is the long-term, most sustainable advantage. Companies in general and TSC companies in particular need to build a sales force with expertise, experience, enthusiasm, creativity and good attitude to enhance their competitiveness. For that reason, TSCcompanies must always pay attention to its sales force.

We can see that when we set goals for a specific job, we will increase our motivation, of course if we apply the goals to the sales staff will also help them have better motivation and direction. In addition to simply telling myself, "I'll do my best". When the sales manager sets smaller goals, the company's sales staff feel confident to conquer higher goals. This also helps salespeople find a way to conquer bigger goals in the future, and at the same time give them more time to overcome those obstacles.

In some businesses, what is especially true in the sales department is the management of candidate selection based on their own qualities and images. Selling is a job where individual performance can make a huge difference and as if inevitably lead to the trend of finding duplicates because the way they achieve the performance has helped them advance and stay in. employee vacancy. But this is not entirely true, employers should observe the work-related behaviors of each employee, sometimes new employees have breakthrough ideas and solutions to bring high efficiency. than.

The real limitation in some businesses today is the lack of assessment skills in business management and sales. This shows that the importance of the link between the sales department and human resources is still weak. At least once or twice a week, management should send sales staff research papers about a sales situation and it is the employee's main task to plan the resolution, build up the offer to sell. This job helps to test the motivation and practice the salesperson's skills to prepare and handle quick situations. In the twenty first century andIR 4.0 era, most business companies use technology to easily manage and evaluate employees. Using the advantage of being a software company, TSCcompanies need to increase the opportunity to observe, improve the quality of employees through software, virtual training content, allowing many people to evaluate behaviors without wasting time and moving a lot.

4.2.Organize training of skills and professional knowledge for the sales force

Most organizations and businesses apply a simple rule when making recruitment decisions,

training is to look at the best salespeople and try to hire more people like them. But the reality will never be enough people with such qualities for all sales positions.

In order to use and train the sales force effectively, the company needs to be bold in organizing and training the sales force, maximizing the capacity of its employees. Moreover, the company needs to recruit more sales staff to increase the sales force of the company, thereby responding promptly to potential markets such as Ho Chi Minh City as well as the whole Vietnam. The company needs to carefully select those who are able to meet the company's requirements. In addition to recruiting more potential sales staff, the training for the former staff is extremely necessary because the sales staff of TSC companies are all young people who do not have much experience. experience as well as professional knowledge is quite weak. Companies need to plan training for employees by setting up training programs, contacting training facilities, conducting registration procedures for employees. Focusing on training staff is needed in a relation to the following issues:

- Well-versed in professional skills and expertise: skilled employees must have good sales skills, fully perform all steps in the sales process. Good and solid expertise.

- Good communication skills: know how to approach customers, have the right attitude in communication and behavior, know how to empathize, empathize with customers.

To achieve the above goals, the company's employees need to actively learn and capture product prices of each project that the company cooperates and distributes; make efforts, actively participate in training courses to support professional improvement, improve knowledge to support sales organized and sponsored by the company. In addition, to increase the efficiency of sales activities, the company needs to let the company's sales staff learn additional classes for sales activities such as feng shui classes, psychology classes. Once a month, the company needs to hold a meeting with the sales staff of the regions so that they can share the problems they have in their area and the experiences they have learned for all sales staff. In the company can assist with solving as well as learning.

More specifically, corporate manager should set a goal that forces employees to participate in professional training once a month. If the employee is having trouble presenting a product, set a goal for your team members to speak every day, then twice a week, to hone their skills. Likewise increasing the number of presentations to about three presentations per week or once a day, will help the sales team to be more confident in consulting the product package to the company's outside.

When employees have created relationships with customers, keeping in touch with them is also a bridge with other new customers. Managers need to remind employees about maintaining relationships with customers, making it one of their personal goals to continue to keep that good relationship.

4.3.Introduce policies to reduce sales staff's job hopping

To avoid job hopping of sales staff, the leadership of TSC companies need to strengthen supervision, management and evaluation of the sales team's performance; giving clear and specific targets, assigning tasks and completing time appropriately.

TSC companies' sales force structure is usually divided by geographic area. Each group of employees covers different area. However, the buying needs of customers in each area are different, so management needs to assign quotas and tasks suitable to the area that the group of employees undertakes. Avoid the case where the area has little demand but over-assigned quota, leading to failure to complete the task and making that group of employees feel unfair, depressed, leading to quit.

Besides, it is necessary to have activities to encourage and reward. For new employees, one of the most important ways to keep them in the company longer is to recognize their efforts and reward their achievements. Although the reward does not cost too much, but can have a huge impact on encouraging the morale of employees. What managers need to do is a simple compliment or just offer a small gift such as movie tickets, food vouchers, or gift baskets. If the staff has worked 2-3 years and over, they can be given a gym ticket, some health or education treatment for their children as a gift of thanks for their dedication throughout the time.

The TSC companies need to pay attention to creating most favorable working environment

for employees to encourage the spirit of work and contribute to the corporate development. Having an appropriate salary policy, the salary includes the basic salary and those related to the increase in revenue. Creating a competition between teams is to encourage sales staff to be more active. At the same time, rewarding employees and staff for many efforts in increasing sales is also needed. On top of that, salaries and bonuses per month, quarter, year and holiday are fully ensured in accordance with the prescribed regime. It is necessary to organize tourism tours or entertainment festivals in order to enhance the solidarity of the members of the company, creating motivation and comfortable spirit in working for employees. Fully implementing health, social and unemployment insurance regimes are also in a place.

4.4.The solution to complete the sales process

In businesses operating under the pre-paid model to access products/services such as software companies and many other web services in general and TSC companies in particular, sales activities are under different fluctuations and impacts. Largely it is just for the purpose of attracting and reaching customers. But when the market is balanced, the core activities tend to shift to customer relationship management, reducing the rate of dissatisfied customers and stopping using enterprises' products and services. The TSC companies need to constantly create custom products, new Web templates with many features to suit current tastes and add additional/cross-sell services.

Although TSC companies' sales process is already in line with the standards and regulations set out by the industry, it still needs further improvement to enhance the sales performance.

Improve the step "Prepare to sell"

TSC companies need to develop and execute a clear sales plan in order to provide the best preparation for the next steps.

Based on market demand: Currently, TSC companies have not focused on researching market demand while researching market demand is an important factor for the company to build and establish. sales plan. Therefore, in order to have a good and effective sales plan, the company needs to focus on market research. Through market research, the sales planner of the company will forecast the demand to buy products of the company, thereby setting the right and highly realistic sales targets for each area.

Based on the company's resources: When building a sales plan, TSC companies need to consider the company's resources. How good a prospect a sales plan is, it is only feasible when it is within the resources of the company. In addition, if the company properly assesses its resources capabilities, the company will maximize its resources and take advantage of its advantages compared to competitors. On the other hand, in addition to the existing resources, the company also needs to have a plan to improve resources to increase its capacity and competitiveness by borrowing from banks, raising capital from members' capital. in the company, calling for investment, ...

Build a sales budget: To have a good sales plan, the company needs to spend an appropriate amount of sales; However, at TSC companies, the managers have not set any specific budget for sales activities. Therefore, they need to develop a specific and clear budget for sales activities. In addition, the sales budget must be consistent with the specific financial situation. In addition, the companies need to divide a large part of the sales budget into training activities to improve the professional qualifications and skills of sales staff.

Up to now, the sales planning at TSC companies has been done by the sales department. However, in order to develop an accurate and reasonable sales plan, not only the sales department but also other divisions and departments such as the marketing department, the human resources department, and the finance department have to coordinate the implementation. In general, most of the TSC companies lack branding department to help promote the company's image to potential customers, thereby helping the sales department get the customers' initial basic information, helping to reach the right audience. The HR department will help the sales department find bright candidates for sales staff positions. The finance department will help the sales department in providing financial information for sales on schedule. In addition, the management board is assigned to arrange the tasks of each department in coordination with each other to implement the sales plan.

The sales plan after being approved by the management should be widely disseminated to each department and division. On that basis, managers will explain the employees' questions or complaints so that they know and perform well.

Add the step "After sales customer care"

The "After-sales customer care" step is a must-have final step in the overall sales process. The sales staff will need to: store customer information after buying; call to ask customers, ask if customers have any difficulties, if there are advice and support answers to customers. From there, it is possible to create a beautiful image of the company in the eyes of customers and they will choose the company for the next purchase.

"Customer care" is an extremely important activity, especially after-sales customer care. Customer care activities after sales help increase reputation and increase retention rate of customers to return to the company, help increase the efficiency of sales activities performance. For that reason, adding more steps to customer care after the sale is extremely reasonable and brings sales efficiency to the higher level.

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