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PROJECT TOOLS IN THE MARKETING ORGANIZATION OF PERSONAL SALES OF SOFTWARE DEVELOPMENT SERVICES BY SMALL IT ENTERPRISES

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The specifics of the organization of sales of software development services is the need for a clear fixation of the initial client requests and changes in project parameters carried out after each stage of work. The purpose of this study is to improve the interaction of employees and customers at certain stages of marketing personal sales of software development services by small IT enterprises through project management tools.

With the help of methods of included observation, porous, statistical and problem-motivational analysis of project documents, specific features of the organization of personal sales of software development services by small IT companies and ways of fixing information significant for the successful completion of sales and software product development by employees of different sales support groups were determined.

Two groups of the most significant problems were identified: loss of information during transmission between employees serving different stages of sales; low level of information saturation of recorded data.

The paper defines the main structural elements of the document templates of the three blocks of the project charter: «description», «starting information», «current information». The template elements included brief instructions for filling in: data fixation methods, those responsible for fixing, data requirements.

Keywords: personal sales, sale of software development services, marketing approach, project charter.

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78 % (-

— 14 %).

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[3,7-12];

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[12; 13;15].

[10;

Gartner, Inc [16],

(SalesOps)

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Gartner, Inc [16],

39 73 %

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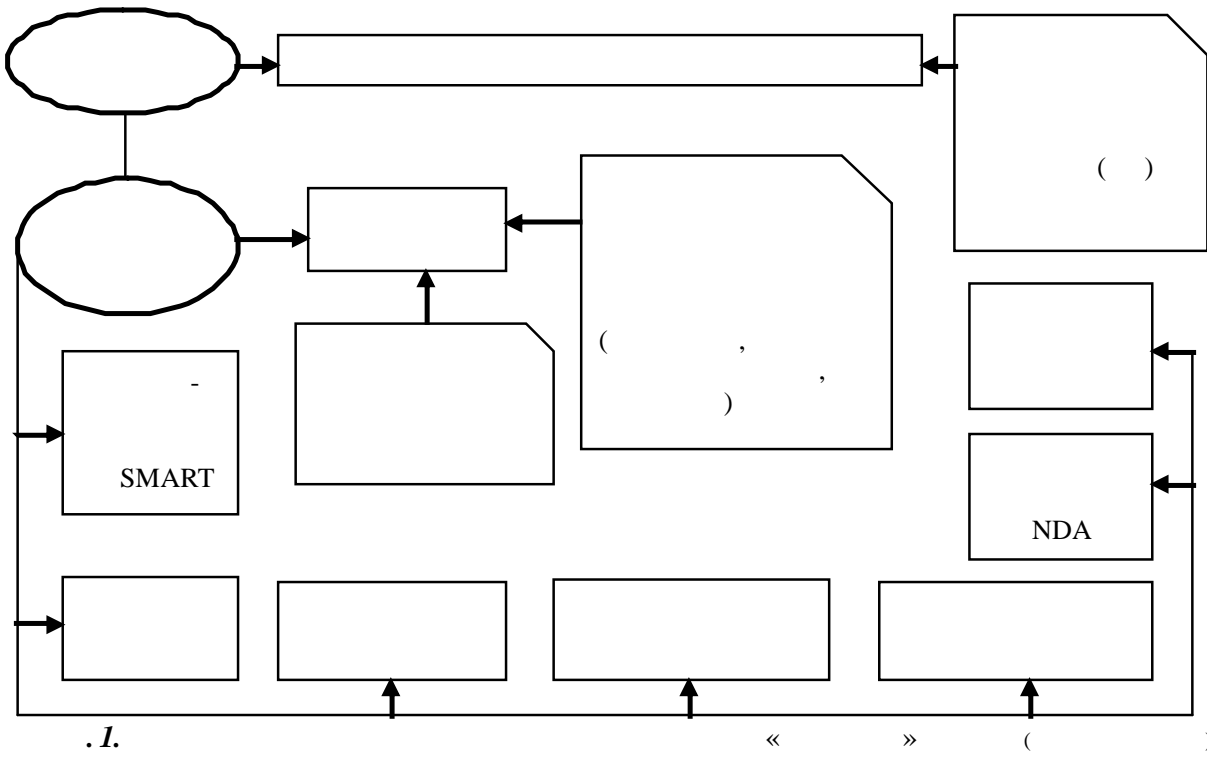
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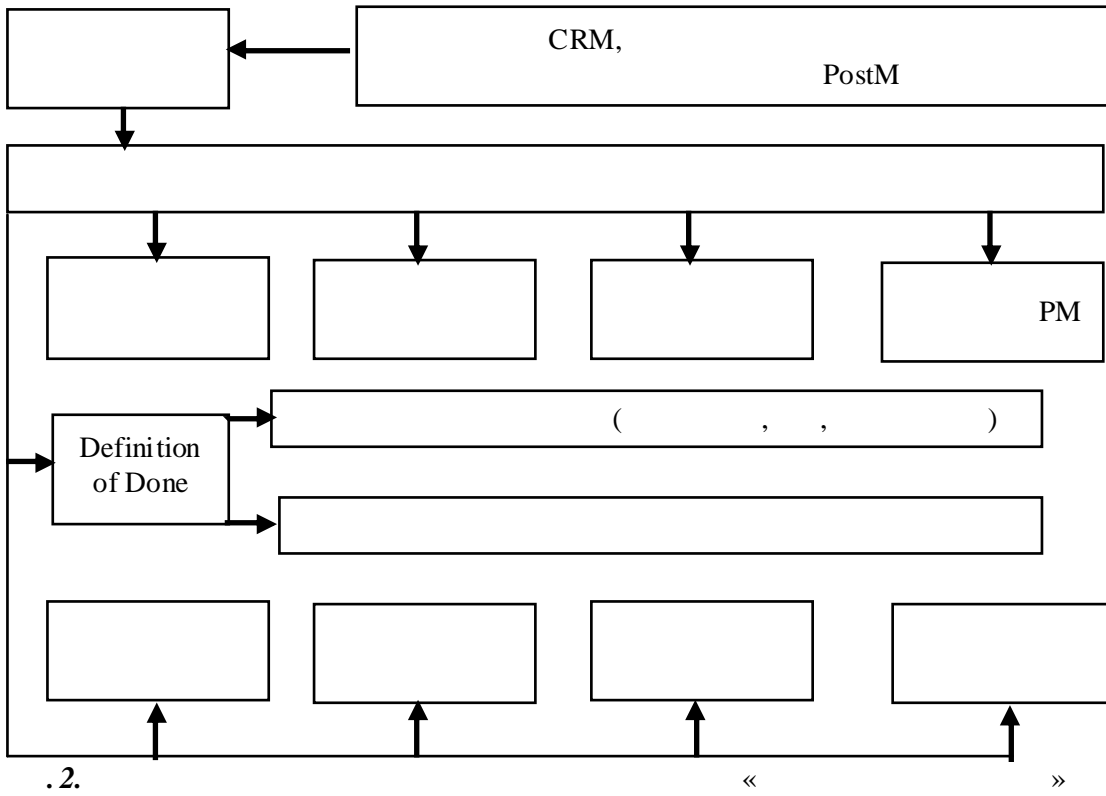
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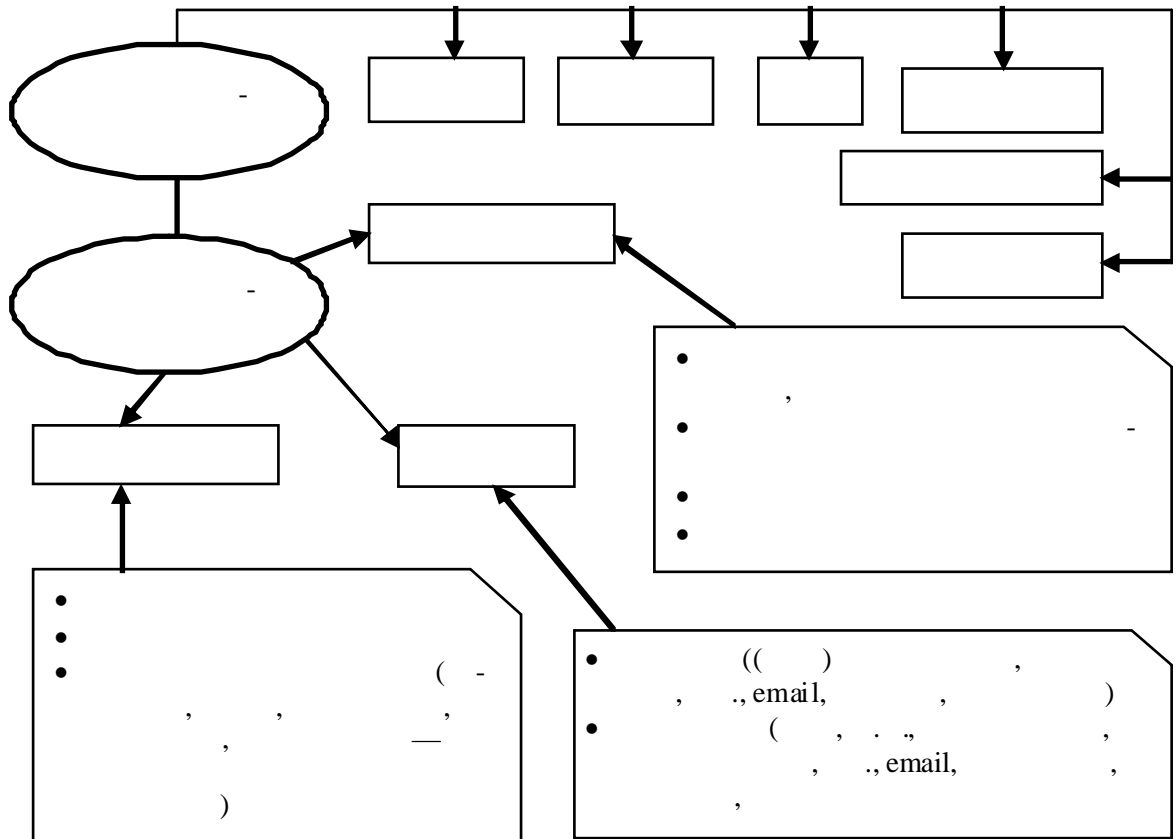


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