

Building a sales management program at Bluesofts Hanoi Joint Stock Company.

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Abstract: In the increasingly competitive business environment, the application of effective sales management systems has become extremely important. This topic focuses on building a sales management program to optimize the sales process at Bluesofts Hanoi Joint Stock Company. Through theoretical and experimental research, the project aims to create an efficient management support system for sales staff. Expected outcomes from implementing this system include increased work productivity, reduced transaction errors, and improved customer service quality.

Keywords: Sales management, information technology, process optimization, online business, sales management system