

DOOR TO DOOR B2C SALES. TECHNIQUES, DISADVANTAGES AND ADVANTAGES. REAL CASE STUDIES OF THE GREEK MARKET

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ABSTRACT

This article involves techniques, disadvantages and advantages of business-to-consumer (B2C) sales with the method of Door 2 Door. The survey aims initially at giving in detail all the techniques for successful sales face to face marketing and lists all the positive and negative aspects of such sales. Even aims to analyze findings from a relative empirical research in individuals-users in Athens and in Thessaloniki on how B2C sales processes. The survey is materialized on the one hand by using questionnaires given to individuals-users engaged in various occupations and on the other hand by reviewing the international literature relevant to this subject. It aims to draw conclusions concerning services B2B marketing (Door 2 Door Sales). The results of the survey indicate that the individuals-users recognize Door 2 Door Sales as a very important and continuously evolving part of the market and show us how one, by using proper and suitable techniques, can reach to the success.

Key Words: Marketing, B2C, Sales, techniques, case study