

Direct sales post Covid 19

La venta directa post Covid 19

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ABSTRACT

The COVID-19 pandemic has caused a change in the educational environment, it went from being face-to-face to virtual, it is necessary to think about didactic strategies for subjects that need a different treatment in their development and explanation. The objective of this article is to propose a virtual teaching strategy for the strengthening of online learning of the subject Entrepreneurship and Management in the baccalaureate. The research conducted is hermeneutic in approach and descriptive-explanatory in scope. The sample selected was 58 students of the third year of high school of the Unidad Educativa Fiscal Durán, a probabilistic intentional sampling by quotas was applied, which facilitated the interpretation of results on the lack of use of virtual learning environments and technological tools by students and teachers. In addition, educators presented difficulties in planning, development and evaluation for online classes. A virtual teaching strategy was designed that generates interaction and reflection in the teaching-learning process from the virtual environment, which has the following phases: virtual teaching-learning planning, virtual teaching-learning communication and activity, and online evaluation of assimilated learning.

Keywords: Virtual Teaching Strategy, Computer-assisted instruction, Online learning, Correspondence teaching, Baccalaureate.

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RESUMEN

La pandemia de la COVID-19 ha provocado un cambio en el ámbito educativo, pasó de ser presencial a virtual, es necesario pensar en estrategias didácticas para las asignaturas que necesitan un tratamiento diferente en su desarrollo y explicación. El objetivo del presente artículo es proponer una estrategia de enseñanza virtual para el fortalecimiento del aprendizaje en línea de la asignatura Emprendimiento y Gestión en el bachillerato. La investigación realizada es de enfoque hermenéutico y de alcance descriptiva-explicativa. La muestra seleccionada es de 58 estudiantes de tercero de bachillerato de la Unidad Educativa Fiscal Durán, se aplicó un muestreo probabilístico intencional por cuotas, que facilitó la interpretación de resultados sobre la carencia del uso de entornos virtuales de aprendizaje y herramientas tecnológicas por parte de estudiantes y docentes. Además, los educadores presentaron dificultades en la planificación, desarrollo y evaluación para las clases en línea. Se diseñó una estrategia de enseñanza virtual que genera interacción y reflexión en el proceso de enseñanza-aprendizaje desde el ámbito virtual, que tiene las siguientes fases: planificación virtual de enseñanza-aprendizaje, comunicación y actividad virtual de enseñanza-aprendizaje, y evaluación online de los aprendizajes asimilados.

Palabras clave: Virtual Teaching Strategy, Computer-assisted instruction, Online learning, Correspondence teaching, Baccalaureate.

INTRODUCTION

The restrictions generated by the COVID-19 pandemic directly affected the commercial sector, not being able to reach the customer who normally visited them frequently made many businesses and enterprises think about the economic debacle. Direct selling was initially affected enormously, but its power to adapt, plus technology made it grow, adapting to a new reality with the same selling principles. This article provides an outline of direct selling, its effects, the restrictions it had to overcome and highlights the most common methods and techniques used. In our country is important the number of people dedicated to generate income in this way, according to the AEVD in 2020 there are more than 800,000 people registered of which the percentage of women dedicated is 90% compared to 10% of men and the growth in young people who opt for this source of income of 40% increase. It is necessary to indicate that the total percentage of people dedicated to direct sales is totally superior and constitutes the non-formal direct sales.

MATERIALS AND METHODS

The research is qualitative and interpretative, it has a descriptive scope, the research is non-experimental. It uses as a source the percentage of formal, registered direct sales and the theoretical basis of the research is centered on the theory of sales, marketing and microenterprises. It combines classical methods with the present, especially emphasizing technological development, platforms and their contribution to the development of direct sales.

"Direct selling is a form of selling used by companies, in which they market their products by bringing them to the customer's location; using person-to-person sales, in-home demonstrations or online sales." Quiroa (2020)

It is time to understand the commercial changes generated in the wake of the pandemic, which help us to look at it from a different perspective and be ahead of the possible outcomes. Consumers have found alternative ways to purchase products and services. Competitors in a struggle for survival have adopted new strategies, original presentations, new offers, new ways of delivering and displaying their products. Many are the companies that are working to dispel the uncertainty generated by the pandemic; in this environment direct selling is seen as a great tool because the buyer is plagued with information online, but does not decide; an example is quoted by Hosteltur Spain edition in the recommendations of Pablo Delgado to journalist Vivi Hinojosa on June 11, 2021, where he exalts that, it should work on the return to normality, changes, segmentation, simplify the channel mix. Direct sales will be able not only to maintain its share but also to grow and this will depend on the managers, even if nothing will be the same as before, it could be better and take advantage of the wave left by the companies that did not know how to take advantage of this crisis.

RESULTS

The rate of online purchases grew significantly and direct sales are affected by the closure of stores and companies seeking to sell without affecting customer safety.

"Global e-commerce reaches \$26.7 billion as COVID-19 drives online sales" UNCTAD (2021).

The economic reactivation seems to be a little delayed, due to outbreaks, collective fear, lack of adequate government policies, distrust in vaccines, among others. The struggle of the governments to return to the new normality is reflected in the treaties, in the meetings between state representatives.

"The trade agenda is positioned as a determining factor for economic reactivation. Minister Julio José Prado held meetings with the ambassadors of the Dominican Republic, Panama and Canada in Ecuador, as well as last week he met with the diplomats of Russia and China, in order to maintain dialogues aimed at boosting trade relations with those countries". Ministry of Production, Foreign Trade, Investment and Fisheries (2021).

But the effort is not enough and the battle continues to be lost, every day businesses are closing, offices are still being rented, house sales have multiplied, micro-entrepreneurs and entrepreneurs do not hire, production cannot be increased, no matter how many offers and prices are lower every day, there is no one to buy, no one takes the risk.

In most sectors of the capital we see advertisements for available office or commercial space. The supply has grown while the demand barely shows signs of recovery" Armendáris (n.d.).

Purchases are the necessary and basic ones and in this survival scenario, the only real thing is that the businesses that are surviving are those that have modified the value proposition; finding a balance between digital as an input and human interaction with an immediate response capacity, strengthening the affiliation with stability and effective communication to the customer.

"Surely, the COVID-19 crisis will be the most critical moment in the relationship with your client, and it is a moment in which you must lead the situation and, as far as possible, act with greatness and long-term vision." Llopis (2020).

With this vision, the customer also prefers to buy from those who transmitted trust during the crisis, having as a reference the businesses that maintained the relationship, personalized marketing, because it will always be less expensive to keep our old buyers, even if they do not adapt to the changes versus looking for new market niches. According to Useche et al. (2020) there is a business strategic form called "4re": reconversion to digital marketing, reinvestment from the objectives of sustainable development, organizational resilience and health safeguard for economic benefit, development, value creation, competitive advantage "The complexity of the Ecuadorian environment requires SMEs to motorize response capabilities and for this they must activate their goodness: flexibility and adaptation ipso facto, to urgently meet the needs of consumers and rearrange themselves in their market segment so as not to yield space to the competition and avoid losing customers and, therefore, income."

"We will create the Marketplace of the future, more aligned with what consumers want and need." Explained Donahoe. In 2018, the company set a goal of 30% of its sales coming from online by 2023. On Friday, the executive announced that this goal will be moved forward two years and achieved in 2020. "Looking ahead, we now anticipate that online penetration in our global business will reach 50%. According to Nike executive Jhon Donahoe.

It is of vital importance that our buyers change the way they see our services and products, it is time to intensify communication and closeness to our customers, transmit trust and emotional connection, support them is key, understand what changes are transcendental for them, know more than ever the gap between what they expect and what they receive.

"One of the ways in which companies seek to highlight their offerings is through the creation of value and unique experiences for the user. An example of this is the store environment, sounds, smells, the functionality of the service, the attention of the salespeople, among other factors that influence the emotions of consumers". Correa (2021).

Salespeople as a showcase for the company, telemarketing and direct sales in itself, at this moment and in a good way, splices the client-company relationship; and most importantly, they give that human contribution to the business.

"However, companies have not considered doing without salespeople. "Without independent entrepreneurs the volume of sales would be minimal. In this business model there is an army of people who reach more clients," says María Fernanda León, executive

director of the Ecuadorian Association of Direct Selling (AEVD)." (Ecuadorian Direct Selling Association 2020). Contrary to what one might think, technology did not come to withdraw or change direct selling; it came to improve it; with its platforms for inventory control, expenses, data and behavior analysis, logistics, and organization, which is usually the failure in direct selling. Telemarketing, emails are becoming obsolete and communication platforms such as WhatsApp are in full use, social platforms tighten the links between seller and customer.

It can be seen as a threat to direct sales the changes generated by the pandemic and its restrictions, technological advances, the change of generation, among others; or it can be seen as an opportunity because the characteristic of direct selling is that salespeople are independent, that is, they are not part of the company's payroll, so they do not generate expenses or extra costs required to recover economically, for them the cost of starting a business is low, but they contribute a lot with commitment and business development to the companies they represent, there is no supply chain or stores and they are the ones who deliver the product or service, they are in charge of the demonstration and most importantly in their face to face or door to door visit they transmit the human side, the emotion; They know the behavior patterns, needs, motivations and reactions (insights) that are difficult to differentiate in the platforms; it is necessary for their clear orientation, the intense and lasting customer loyalty.

The role of salespeople at this time is even more important, not only because of the role they play, but also as a challenge for companies and sales managers in an unprecedented scene of uncertainty to project lines of action in the so-called new normality.

"During this first semester of 2021, the sector is reactivating economically and with the entry of more and more people to direct sales companies as independent entrepreneurs, representatives or consultants, who set up their own businesses through this sector." Calvopiña Andrés (2021)

THE modern post-pandemic salesperson

According to Cocimo Chiesa in his article written on July 13, 2020 about the hybrid salesperson; he emphasizes that the mask, social confinement and distance are not impediments to sell; the modern salesperson was not created by covid, for several years he has been transforming and working on the new trends and variations that the world demands. Technology, the high cost of visiting the customer, the optimization of resources, professionalism, changes in the way we communicate among others have led to study and prepare in emotional intelligence, marketing, business strategy and more than ever must provide value as an expert in knowledge of the product, service, sector and understand a customer who every day knows, studies and compares products and services. It must be more practical and intercept the customer in the buying cycle that is found; transmit messages that add value. Prospecting on the internet; the digital presence is very important as a letter of introduction, the development in social networks, etc.

"The modern salesperson will have to develop new skills in the digital field such as the use of new applications for communication with their customers: Zoom, Blackboard, Skype, Hangouts, WhatsApp, Messenger among others; and better manage their portfolio with free CRM platforms such as Hubspot, Zoho, and Bitrix to name a few. Understand that retail e-commerce channels are beginning to double their weekly penetration levels". Palacios (2020).

A salesperson learns about resistance, is always in a constant struggle to prevail, to resist and looks at resilience as the ability to overcome fears; as an example we have; those of not completing the goals and objectives set by the company, or the refusal of a customer to purchase a product. In these post pandemic times mental health is very affected by the effects of COVID; sudden deaths, collective depression due to lock-ins, company closures, increased unemployment, low purchasing power among others. It must fight to protect itself and survive; for this, applied biosafety technologies and in-house training play an important role.

"About emotions in catastrophes and disasters it is stated that when there is a rupture of everyday life and the usual functioning of society and life, they develop accordingly with different psychological effects, mainly anxiety, neurosis and depression". Fernandez, (2020).

Looking for new ways to address the customer speaking affirmatively and positively has always been the right way to communicate in a sale; today even more, without exaggerating or generating a false positivism that affects the direct sale and transmits the feeling of frustration before what we cannot control the seller must reach the customer in an assertive way. According to Contreras, 2020. COVID-19 has forced distance, but it has not been able to condemn societies to silence and distance without presence, because they learn to reinvent their modes of socialization and encounter. p38. At this point it is not only about the right expressions but also about the right procedure to reach the client in post pandemic.

"Communication being the basis for any type of interpersonal relationship, it is important to know the techniques and strategies in our behavior to communicate in an effective and healthy way that allow us to develop properly in our environment for our personal development, well-being and quality of life. It is even proven that people who do not have many social skills are more prone to suffer from psychological or even psychosomatic diseases". Paredes and Ramos, (2020)

Persuasion has lagged behind the logical position of the buyer and the arguments have been modified, have developed new technical edges and require quick, concrete answers and assertive solutions.

Strategic alliances to sell: With other marketers so that they talk to your customers and open the range of possibilities for your colleague by crossing information; with customers (referrals) giving them in exchange discounts, product, or customers for customers; with suppliers because their customers may not have the products or services you have. The important thing is to look for new customers. Look for new market niches: with the commercial activities in constant change the forms and the

consumptions have evolved; to increase or to diminish products in hanger is obligatory according to the situation to be attentive to what the market asks for, Being more pragmatic in sales, not only from the functional and practical point of view (being attentive to sales opportunities) but also being objective in the appreciation that customers demand, the vision must also be focused on the periods presented by periods such as the boom that begins in the stage of the purchasing power of millennials, their buying styles, characteristics and behaviors (buying in apps, they are omnichannel and are not loyal to a brand). With this reference the treatment of the seller must vary, the division or way of seeing customers and how to treat them classic has to be polished and improved by adapting it to each period and the dominant behavior analysis.

We may wonder what distinguishes the best sales reps in a complex environment if nine out of ten salespeople find it harder to sell, making it difficult to meet their sales quotas. According to the Pipedrive blog, it also states that 61.50% of salespeople have had trouble explaining themselves to their customers and that four out of five salespeople have seen demand for their company's products or services decline. Is there a new technique for closing sales? Does the salesperson know how to create a differentiated experience? Or does the salesperson know how to identify how the customer feels about the brand?

How to maintain and build customer loyalty in post-pandemic direct selling

"The most successful direct sellers will be those who continue to bet and win in the most relevant communities but also intelligently use their web presence to differentiate themselves from their competitors and bring direct selling into the 21st century." Euromonitor International (2017)

You should take advantage of and replicate what the best salespeople do, their strategies, their personal brand, how they capture loyalty, what they do to close sales, how they make calls, how they make content to attract prospects digitally, how they prospect, how they take advantage of insights from their social networks, how they improve customer loyalty, what their system and work process is, how they choose the closing tools.

According to the Business at Speed website, there are five special cases for building customer loyalty: building relationships, listening to your customer, sharing values, providing personalized attention and exceeding expectations. To have trust and loyalty, you must provide services and experiences that meet new needs with sincere concern. CRMs as collectors, data managers, querying buying patterns and helping the sales team in their process of prospecting based on leads.

"Correctly understanding the definition of Buyer Persona will allow you to know who your potential customers are, what their objectives are, what their behavior is like on social platforms and the web in general, what, where and how they buy and what are the points that generally define their purchasing decisions." Peralta (2021).

"In the traditional way of doing business, the sole objective is to sell-sell-sell and worry about the experience afterwards. When you transform the buying

experience, however, Sales is a natural consequence of the experience. It's a radical change. Laseca (sf.).

The customer journey relates in a better way the customer with the personal brand that leaves the direct sale, before and after the purchase; identify the customer's touch point of improvement or pain, determine the best moments of experience to enhance and repeat them, an effective after sales service, web with quality content, the differentiation of our product or service making it qualify as unique, personalized support, use well the sales funnel with efficient strategies and campaign to attract prospects to convert them into sales (inbound) and personalized incentives make the customer become loyal to the personal brand (the seller). Finally, taking advantage of Zoom, Microsoft Teams and all possible technology will help us to prospect and most importantly to close.

Direct selling was done before the pandemic in groups with invitations to a specific house, nowadays it has been modified to zoom meetings.

"The health crisis caused by COVID-19 has generated changes in various aspects of daily life. But people have not been the only ones affected; companies have also had to modify several of their usual business processes. These include distribution systems, which have had to be transformed to adapt to the new normal. Conexionesan (sf.).

The imminent struggle for survival, the uncertainty for possible resurgence, not being sure which strategy would arrive better, to at least keep our customers therefore modify the value proposition, increase the variety of products focused on the needs, eliminating those that do not have rotation help to improve costs that can be transmitted in incentives for sellers. "Taking into account the adoption of logistics strategies that are synchronized between SMEs and the market, the processes that will continue to be used post-pandemic Covid-19 are the relationship with suppliers, purchase planning and way of selling". Espinoza et al. (2021).

Product innovation, adaptation of plans, reinforcement of the original planning, supplying with insights, help with tools that facilitate the work of direct sales or representatives, having suppliers that respect health regulations, proper zoning, clear demarcations, constant training, accepting the crisis generated by the pandemic but planning positively and delivering confidence, professional management control, good benchmarking, among others, are the responsibility of the company to support direct sales.

Today to reduce expenses the classic ABC customer technique could be taken into account which prioritizes customers who give us more income and less expenses, or whose profitability is high, Pareto with the 80/20 law reminds us that 80% of our income comes from 20% of our customers A, complemented by 30% of customers B and 50% type C. The main objective is to reinvent ourselves and counteract by applying the best and/or modern strategies. "Prioritizing customers. It is true that the crisis has affected many sectors. However, it is important to remember that some of them will be able to recover more quickly from the blow compared to others. Therefore, it is important to prioritize those customers who have been less affected by the crisis and support those who have a future." Zabala (2021)

Maintaining the health and motivation of workers, reducing pressure on the representatives is necessary, but for this it is first necessary to define the post-covid environment for Da Silva (2020), an agile and rapid adaptation must be made, scaling operations, optimizing workflows, optimizing operations.

Deliveries of products should be bio-secured and, as far as possible, demonstrate to the customer the protection system used to disinfect the incoming product, especially if its origin is from countries where the spread is high. Delivery personnel should demonstrate with their uniform or equipment that the company is concerned about biosecurity.

Reorganize the sales team today more than ever, we must know how to segment, review our customer base, organize the sales team and support staff, telesales team, high accounts team, zones team, e-commerce and social networks team, control and audit.

According to José Martrat, in order to manage the salesperson, he must show his human side and closeness, be available to the customer, make a sales plan with new forecasts and review possible scenarios, train salespeople in technology and adapt them to the business; take advantage of and simplify the sales and delivery processes; use technology to make more remote sales, make fewer mailings and more telephone calls; and finally, lead with confidence, quick decisions and adaptability.

"Customers deprived of human contact by confinement will seek an exceptional human experience in physical stores. Hyper-connected customers will need to interact with a human at some point in their shopping experience, even if the very nature of the channel is eminently digital. ". Gert G (2020)

DISCUSSION

Direct selling is in full growth since before the pandemic developing their capabilities, optimizing time and resources; the pandemic all it did is accelerate the pace imposed, technology has served as a support and not as an obstacle software have integrated customer management and sales, as a result of this technological growth CRM platforms to communicate better, link platforms and capture leads, WhatsApp to create groups of common interest and present offers; companies should help their representatives, in the country direct selling is an important population in economic development. The modern salesperson must be trained in technological platforms and resources that are indispensable tools for the job. The companies must provide support with the delivery of the product or service properly and with all the bio-security norms.

Direct selling does not depend on anything, it has an immense potential for growth and due to its nature has adapted to the demands of the pandemic, women play a leading role because of their high participation, young people are another important sector and the help of technology, social networks and platforms have boosted direct selling, companies are reformulating to support, logistics plays a very important connecting factor and is complementary between the customer and the seller. Direct selling has to continue training in technology, social networks, interactive communication; the attraction of the customer since the pandemic focused on platforms and it will be very

difficult to change consumer habits, competition is very fierce, everyone wants to get out of the crisis will depend on: preparation, good use of technology, knowing and better meet the needs of your customer with an efficient and fast service.

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