

common interests as that will help build a stronger connection, but you shouldn't do that until you get all of your major points across and have the person on the hook.

7. *Referrals*: After you've satisfied the needs of your client and closed the sale, you have earned the right to your next prospect. It means getting referral business from each and every client. Sales play a key role in the building of loyalty and trust between customer and business. Trust and loyalty are the main reasons why a customer would choose to recommend your company to a friend or family member or write a great review of your product or service online.

Following these steps a salesman can achieve great results and bring higher profit margins.

In conclusion I'd like to add that being able to sale the product well, you'll be able to run business successfully. Sales are the most important aspect for any business. That's where the revenue comes from. You can produce any amount of product with high end technologies but if they are not sold to the consumer the whole investment goes in vain and eventually the companies die off. Hence sales are the most important thing to a company no matter what you are selling product or services.

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TEAL ORGANIZATION

There are many classifications of organizations, but our attention was hooked by one: colors of organizations. Why? Because something is broken in today's organizations. System has been stretched beyond its limits. So, we want to sort all out. The approach, noted below, is not widely known and we want to give short description of each stage of the classification offered by Frederic Laloux in this book "Reinventing Organization".

First stage was Impulsive-Red. Everything is seen through the lens of power. Red organizations are like wolf pack. The glue of Red organizations is the loyalty and the fear the chief inspires to keep the foot soldiers in line. Red organizations came with 2 extraordinary breakthroughs: the division of labor and top-down authorities. Today's archetypical Red organizations are the Mafia or a drug-dealing street gang.

Second worldview was Amber. People at this stage learned to control Red's impulsiveness – they internalized rules and exercised self-discipline in service of a common belief. Guilt and shame are the glue of society. Amber organizations have clear ranks that stack up in a hierarchical pyramid. There are two breakthroughs: replicable process – any person can be replaced and stable organization chart – people at all levels are identified with their roles. Many armies, religious institutions, government agencies, public school system and universities are still run along the lines of Amber organizations.

Next is worldview of the scientific and industrial revolutions – Orange. A defining mantra: you can be anyone you want to be, you can achieve anything you set your mind to. This worldview dominates management thinking today. The dominant metaphor: organizations as machine. And breakthroughs are innovation, accountability, meritocracy – well-educated people can move up the ladder without any problems. Orange worldview is solidly materialistic – there is nothing beyond what we can touch. Orange organizations just run rat race. Transnational corporation is an example of orange organization.

Stage Green started championing the abolition of slavery, women's liberation, and freedom of religion. A new metaphor: organizations as families. Three breakthroughs arise: empowerment – natural dislike for hierarchy, values drive culture, stakeholder value – they insist that business has a responsibility not only to investors, but also to employees, customers, suppliers, local communities, society at large, and the environment and that they must balance all these interests. Green organizations still operate with a pyramidal organizational structure and strong staff functions, but there is an emphasis on empowering front-line employees.

Nowadays leader in large organizations seem all-powerful, and, like all of us, they want to look like their life is in control. But anyone who has had a chance to have intimate conversations with organizational leaders knows that behind the façade, almost all of them are tired-tired of the rat race and pressure.

And there is a new worldview which can help to overcome all these drawbacks – Teal. A new metaphor comes: organization as a living system. Teal organizations come with three breakthroughs: self-management; wholeness – Teal organizations have developed a consistent set of practices that invite us to drop the mask; evolutionary purpose – Teal organizations are seen as having a life and a sense of direction of their own. Instead of trying to predict and control the future, members of the organization are invited to listen and understand what the organization is drawn to become, where it naturally wants to go.

But how this organization works? One of the first questions is: when there are no more bosses, who gets to decide who and how makes money? Who gets a pay raise or a fat bonus? From a Teal perspective, it's almost insulting to believe that someone will

work hard just because you dangle a carrot in front of their face. Instead of bonuses, many organizations simply share a part of the profit with everyone when profits are abundant. But what about the base pay? Who gets to decide who deserves a raise? Pay increases are self-initiated. Once a year, you write a letter in which you state what raise you think you deserve. People are remarkably good at estimating their value. Sometimes the salary panel tells colleagues they have been too humble and they might have aimed to raise and vice versa.

Another question is how decisions are made. The principle called Advice Process – anyone can make any decision. Any team member seeks advice from 1) people who have expertise about the topic, and 2) from those that will be meaningfully affected. Everyone who has something meaningful to contribute is heard. When there is no boss to please, no people below to keep in line, much of the poison in the organization gets drained. The fear-based nature of the ego in Red, Amber, Orange, and even Green predisposes leaders and employees to see the world as a dangerous place with competitors everywhere trying to steal their lunch. With the transition to evolutionary-Teal, people learn to tame the fears of their egos. The process makes room for exploring deeper questions of meaning and purpose. Teal organizations go from predict-and-control to sense-and-respond. There is no strategic planning in Teal organizations-let self-management work its magic. The goal of the Teal organization is not to give everyone the exact same power. It is to make everyone powerful.

It's important to mention that Frederic Laloux believes that transformation from one stage to another does not happen gradually, but in the form of sudden transformations. And nowadays we live in the middle of one of this transformation.

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THE PHENOMENON OF EXPERIENCE ECONOMY IN THE MODERN WORLD

Since ancient times, man couldn't exist without impressions. From a psychological perspective, a person is arranged in such a way that every event or phenomenon somehow affects his consciousness. Thus, impression is understood as a certain image left in the consciousness by something experienced [1].

Joseph B. Pine and James H. Gilmore explain the concept of "impression" in this way: "Impressions are the fourth economic proposal, which is as dramatically different from services as services from goods" [2].