

UNIT-2

INTRODUCTION TO SALES MANAGEMENT

DEFINITION OF SALES MANAGEMENT

Sales management is the management of the sales force and personal selling efforts to achieve desired sales objectives.

DEFINITION OF SALES MANAGEMENT (CONT.)

Sales management is defined as “the planning, direction and control of personal selling, including recruiting, selecting, equipping, assigning, routing, supervising, paying and motivating as these tasks apply to the personal sales force”.

Committee of the American Marketing Association.

NATURE AND IMPORTANCE OF SALES MANAGEMENT

- ❖ **Sales management helps to achieve the organizational objectives.**
- ❖ **The main objectives of sales management is that products should be sold at that price which realizes profits.**
- ❖ **Buyers and sellers both have same types of business relationships. This relationship is based on exchange of goods, services and money.**
- ❖ **Sales person develops a positive relationship with the customers. The role of sales team is interdependent and success of one team member depends on the other.**
- ❖ **The sales team continuously monitor the customer preference, competitors' situation, government policy and other regulatory bodies.**

OBJECTIVES OF SALES MANAGEMENT

Sales management entails numerous objectives which are executed by sales managers. There are mainly three such objectives:

- × Sales Volume**
- × Contribution to profits**
- × Continuous Growth**

SALES MANAGEMENT AND CONTROL

✘ Sales Team control the personal selling effort of the organizational units.

a) Reviewing the situation-

1. Where are we now?
2. How did we get here?
3. Where are we going?
4. How do we get there?

SALES MANAGEMENT AND CONTROL (CONT.)

- b) Setting quantitative performance standards
- c) Gathering and processing data on actual performance
- d) Evaluating performance
- e) Action to correct controllable variation
- f) Adjusting for uncontrollable variation