

Chapter - 1

Sales Management : An Introduction

Meaning of Sales Management

Management expanded significantly to include advertising, marketing, research, sales promotion, pricing, physical distribution, and ~~promotion~~ production planning. Sales management encompasses the management of the sales force and other important marketing activities.

Definition

"Sales management includes ~~recruiting~~ recruiting, selecting, ~~training~~ training, supervising, motivating, and evaluating the performance of salespersons. ~ Rachman and Romano

Differences Between Sales Management And Marketing Management

Basis of Difference	Sales Sales Management	Marketing Management
Definition	Sales management involves planning, organizing, motivating and controlling personal selling and sales person personnel activities.	It involves planning and implementing marketing programs to satisfy customer's needs.
Evolution	Sales management is believed to have emerged with the industrial revolution.	Its emergence is considered to have occurred in the last five decades.
Controllability	The sales manager works under the marketing marketing manager.	The marketing manager works under the general manager.
Availability of Product	It strives to sell available products.	It tries to sell by procuring or manufacturing goods, keeping future needs in mind.
Target	Sales management emphasizes 'sales and profit'.	Customer satisfaction is the main goal.

Elements or Features or Characteristics of Sales Management

(1) Important Function of Business :-

- The progress and expansion of any business ~~primarily~~ primarily depends on the sale of its products.
- The business achieves maximum sales of its products, it will gain profits, leading to business growth and expansion.

(2) Consultancy Services and Executive Responsibility :-

- Sales management not only fulfills executive responsibilities but also provide ~~consult~~ consultancy to top management in sales planning and marketing planning.
- By fulfilling ~~exec~~ executive responsibilities, 'line responsibility' is met, while by providing consultancy in planning, sales management also fulfills 'staff responsibility'.

(3) Management of Sales Force :-

- Sales management involves recruiting, selecting, training, assigning tasks, routing, supervising, compensating, evaluating performance, and motivating employees.
- It ~~accomplishes~~ accomplishes the planning, organizing and controlling of these tasks.

(4) Objective

- The objectives of sales management are to maximize sales, contribute significantly to profits, and increase the potential for growth and expansion of the business organization. ~~these~~
- ~~objectives can~~ ~~only~~ ~~be~~ ~~ach~~
These objectives can only be achieved through proper sales management.

(5) Sales Management is a Part of Marketing Management :-

- Sales management is a crucial part of marketing management.
- It is related to organizing and managing the 'sales force' that sells the organization's products and services.

Needs and Importance of Sales Management

- 1) Needs for Efficient Direction of Sales force :-
 - Sales management increases their utility through effective utilization and efficient direction of the sales force.
 - The sales ~~managener~~ manager motivates salespersons to achieve objectives by providing financial and non-financial incentives, proper leadership, ~~effect~~ effective efficient direction, and skilled supervision.
- 2) Helpful in Achieving the Institution's Objective :-
 - Every business operates with the goals of profit, growth, and expansion, which can only be achieved through efficient management of sales activities and personnel.
- 3) Customer Satisfaction :-
 - Sales management resolves customers' purchasing problems and complaints and arranges to provide them with products at the right price.
 - Using these excellent services and products customers gain a maximum satisfaction, which creates ~~reliable~~ reliability in the product and strengthens brand loyalty.
- 4) Coordinator :-

Sales management must establish good coordination between elements of the product manufactured by the organization, planning, distribution chains, price promotion, and sales program, as the success of the marketing program depends on the coordination of these elements.
- 5) Business Expansion :-
 - Good management leads to increased sales volume and profits, resulting in good savings, which enables business expansion.
- 6) More Profit :-
 - Good sales management leads to more sales, resulting in more profit.