

INTRODUCTION TO SALES ORGANISATION AND TYPES OF SALES FORCE

Unit Structure :

- 1.0 Objective
- 1.0 Introduction
- 1.1 Definition
- 1.2 Important of Sales management
- 1.3 Different types of sales force
- 1.4 Summary
- 1.5 Question
- 1.6 Bibliography

1.0 OBJECTIVE

Understanding "What are sales management objectives?" will help you set targets for boosting your company's sales metrics if you're looking to increase the statistics of your sales staff. These goals distinctly lay out the rules for how you contact customers and do sales. You may create a strategy to assist your sales force in increasing productivity and identifying prospects with a high potential for greater sales. You might set goals based on the success rate of competitors' sales management targets by investigating their techniques and effectiveness. They become a reference point for your team to plan sales actions after they have been confirmed.

1.1 INTRODUCTION

Sale Management:

If you meet 100 customers, 60 will listen to your proposal, 30 will exhibit interest, and 10 will buy, according to the golden rule of sales.

The words sales and management are combined to form the term sales management. A sale is the art of creating a reason that will motivate

someone else to do a favorable action. The act of dealing with or controlling objects or people is called management.

Every person's day to day life includes sales. All people are salespeople. Some people might sell goods, while others might offer services, while still others would sell concepts, names, or even time. The finest salesmen don't necessarily need to have a degree. The willingness to sell and passion are the only things needed. This is the reason the organisation hires young, energetic individuals that are skilled at clever selling.

The idea that a salesman's attire varies depending on the goods is a misconception. For instance, a salesperson in a car showroom would be well-groomed, whereas someone selling goods on a sidewalk would be not be well groomed.



But it is not true a street vendor in Bangladesh sell JhalMurian Bangladesh street food wearing tie and well groomed. He believes that he needs to be smart while doing his business.



The Smart JhalMuri Maker Bangladeshi Street Food

1.1 DEFINITION

According to American Marketing Association, sales management is “the planning, direction and control of professional selling including recruiting, selecting, equipping, assigning, routing, supervising, paying and motivating to the personal sales force.”



In particular, sales management helps a company accomplish its marketing goals. Sales managers actually establish their personal selling goals and create personal selling policies and techniques.

Advertising, sales promotion, branding, publicity, direct marketing, pricing, and product merchandising were all included in the term "sales management."



According to Philip Kotler "Salesmanship consists of transferring a conviction by a buyer to a seller. Kotler's concept of selling assumes that consumers normally show buying inertia or resistance and they may be induced to buy a commodity by attracting them to a product".

1.2 IMPORTANT OF SALES MANAGEMENT ARE AS FOLLOWS

1. Income Generation:

Creating revenue for the firm is one of the primary goals of sales management. The money is brought in through the sales division.

2. Increase Sales Volume:

The company wants to sell more units by using effective sales management. This will guarantee that the production facilities are fully employed and are not left idle.

3. Long-Term Profitability:

Through efficient planning, coordination, and control, sales management contributes to increasing the profits of the company. Sales management aims to boost sales while cutting costs to guarantee the firm makes a healthy profit.

4. Organizational Growth:

The company tends to increase market share with the maintained and ongoing sales management strategies.

5. Market Leadership:

"Sales management" enables a business to become the market leader by increasing sales volumes and revenues.

6. Converting Prospects to Customers:

Converting prospects to customers involves careful preparation and consistent efforts. By sales management it is been achieved.

7. Motivate the Sales Force:

Increasing the sales force's motivation is one of the primary goals of sales management. Meeting sales goals can be quite difficult because selling is a very demanding job. Consequently, the responsibility of sales management is to guarantee that the sales force is consistently motivated through appropriate incentives and reward structures.

8. Complementary Marketing Activities:

Supporting the organization's marketing efforts is the responsibility of sales management. To get the intended outcomes, marketing and sales must work together.

The three main responsibilities that the sales function is supposed to fulfil are volume of sales, profit-related contribution, and growth. Sales have a significant role in accomplishing these broad business objectives, even if senior management is responsible for achieving them. Corporate goals are given to the marketing division, which then transfers accountability to the sales division.

While achieving the aforementioned aim, sales offers senior management vital feedback.

1.3 DIFFERENT TYPES OF SALES FORCE TAKE ACCOUNT OF DIFFERENT SALES SITUATIONS

Larger Sale Force:

A larger sales staff is necessary for selling products that need ongoing interactions with customers and building personal connections. For instance, FMCG products like shampoo, salt, toothpaste, etc. must be made available in a way that would reach every business. To offer consistent coverage, salespeople need to be well-organized. To divide the market into regions with regional sales managers and regions into areas with an area manager in charge of individual representatives, large sales forces are needed. Retailers and wholesalers who are channel members are business customers, therefore organisational buyer procedures and concerns apply to them as they are skilled buyers who use systematic buying processes and buy in bulk.

Qualified and technical knowledge force:

Industrial goods sales require individualized customer satisfaction because the products are frequently made to specific customer specifications. Machinery, component parts, raw materials, and services are just a few examples of products. Much time is spent seeking prospective clients. Often, items are offered at such rare intervals that when the consumer is ready to re-order, specifications have been adjusted dramatically. Salespeople often have a strong educational background, are able to discuss technical issues with customers and provide answers, and can build rapport with industrial buyers.

Selling in retail:

These activities apply to less expensive things like shoes and apparel as well as non-durables like meals and food, as well as durables like vehicles, televisions, and vacations. Effective staff training is essential to facilitating the customer's purchase, retaining them, and establishing a solid rapport for further purchases.

1.4 SUMMARY

The process of employing, educating, and motivating sales representatives, coordinating activities throughout the sales department, and putting in place a consistent sales plan that boosts company profits is known as sales management. Since sales are an organization's lifeblood, controlling the sales process is one of the most crucial tasks for every company to perform.

That procedure has undergone significant change in recent years as phone and internet purchases have surpassed in-person transactions by a wide margin. And as a result, sales management systems have advanced technologically.

1.5 QUESTION

- 1) Define Sale management? Explain the important of sale management?
- 2) What are the different types of sales force ?

1.6 BIBLIOGRAPHY

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- 2) Sales Management for Dummies by Butch Bellah
- 3) Sales Manager Survival Guide: Lessons From Sales' Front Lines by David Brock



SALES ORGANISATION STRUCTURE

Unit Structure :

- 2.0 Objective
- 2.1 Introduction
- 2.2 Sales Organisation Structure
- 2.3 Summary
- 2.4 Question
- 2.5 Bibliography

2.0 OBJECTIVE

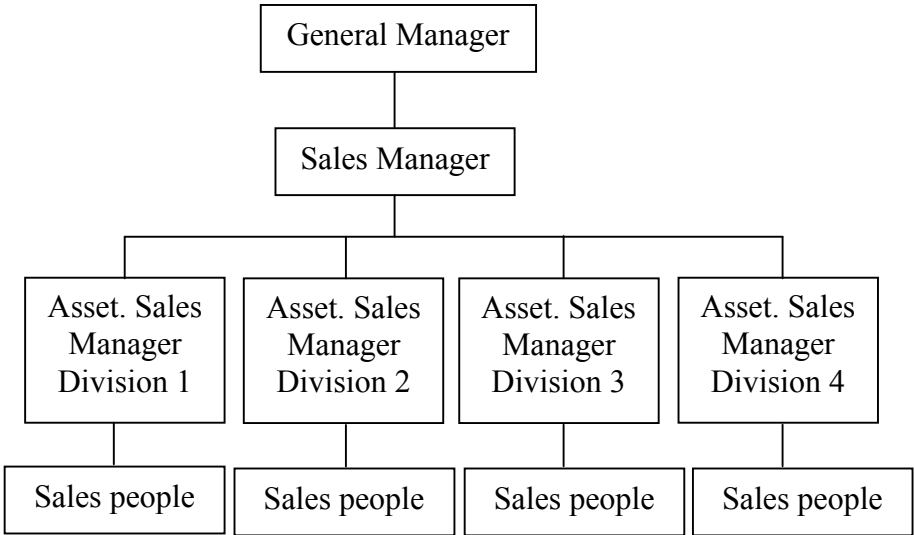
Distributing items and allocating responsibility for selling tasks are the main goals of a sales organisation. Only with careful planning and the structure of many roles that are necessary for appropriate distribution can these goals be met.

2.1 INTRODUCTION

The separation of your sales crew into specialised sections is referred to as the sales organisation structure. The geographies you cover, the amount of goods and services you provide, the size of your sales staff, and the size and sector of your clients will all affect how your sales team is structured.

The structure of the sales organisation is crucial since it prepares sellers for success. After instance, you wouldn't assign a fresh hire to manage your business accounts, and a sales representative with extensive expertise in the healthcare industry could find it challenging to sell into the IT sector. You may take advantage of unique skills and experiences by carefully planning your sales organisation, which will help guarantee that the correct salespeople are focusing on the right clients.

2.3 SALES ORGANISATION STRUCTURE



- Business-to-business (B2B) sales is a business concept for creating partnerships between buyers and sellers within organisations. Selling to businesses is a little different than selling to people.

Both internal and external teams can work in B2B sales (outsourced).

Teams in inside sales

Typically, an inside sales staff does business over the phone, via email, or online from within an office. They don't approach clients to have face-to-face conversations. Inside team members can be full - time staff workers or paid consultants who find innovative ways to close deals by generating quality leads, nurturing client relationships, and fostering sales possibilities.



- External Sales Teams

External salespeople, on the other hand, reach out to potential customers on the field, outside the office. Since the role of inside sales team members is complex, creating a B2B sales team structure is not an effortless task.

The term "office" has changed its meaning and no longer represents a physical space. It is extended to the virtual digital environment. Therefore,

the sales team structure is different, carrying both aspects of inside sales teams and external sales teams.



A salesperson and an Indian farmer were in the field.

2.4 SUMMARY

The sales force of a business interacts with both present and future consumers to market goods and services. While sales organisations frequently share a fundamental objective, their organisational structures may differ, which may affect the duties of certain team members. Finding a firm that fits your goals and abilities can help you develop a sales career by educating you on sales organisational structures.

2.5 QUESTION

- 1) Explain the organisation structure of sale?
- 2) Write a short note on
 - a) External Sale Team
 - b) Inside sale Team
 - c) B2B

2.6 BIBLIOGRAPHY

- 1) Sales and operation planning by – Thomas E Wallace
- 2) Organisational theory , structure and design by Sanjiv saxena



SELLING SKILLS

Unit Structure :

- 3.0 Objective
- 3.1 Introduction
- 3.2 Selling Skills
- 3.3 Summary
- 3.4 Questions
- 3.5 Bibliography

3.0 OBJECTIVE

Similar to other commercial operations, selling has a number of goals, including:

- selling products to customers or purchasers.
- Upholding/fulfilling a contract with an existing client.
- Enlisting the support of customers to promote a product range.
- Keeping an eye out for new clients.
- Assisting a customer with a technological product in whatever way that can be done technically.

3.1 INTRODUCTION

Selling is described as giving the buyer ownership of any commodity, product, or service that can be exchanged for money while also:

Identification of potential clients or customers

generating or creating a demand

giving the customer a service or information

This is how Cundiff, Still, and Govoni define selling. This concept states that a seller must identify those consumers or potential clients who can be convinced to purchase a certain product. Due of the unique nature of each sale, the "persuasion" aspect is essential.

Essential Selling Techniques All Salespeople Need to Know. Each salesperson approaches a sales call in a unique way. Individual methods are crucial because they enable you to connect with customers on a human level. The seven basic selling talents that any salesperson should possess, as demonstrated by research, are those that all sales representatives share.

SELLING SKILLS

7 Essential Selling Skills Every Salesperson Should Know



1. Communication Skills:

This ability may seem self-evident if you work in sales, but far too many sales representatives choose to rely on a script rather than spending the time to improve their communication abilities. While a script may be helpful during a sales call, it is crucial to have the flexibility to deviate from it and still effectively engage the consumer. The same script won't work on every customer since they are all unique, and there may be occasions when you need to use your communication skills to seal a transaction.

2. Active Listening Skills:

Active listening is a crucial component of good communication. This is listening to the requirements and worries of the client before acting to resolve those problems in your own answer. Active listening can greatly improve your ability to customise your pitch to the needs of the audience. Building trust via listening is another effective technique to close transactions.

3. Persuasive Skills:

You must have excellent persuasion abilities if you want to succeed in this field. Customers are frequently subjected to pitches and commercials, so you need to know how to persuade them that your good or service is worthwhile. Being effective at persuasion may entail a number of different

factors, such as having the ability to transform disadvantages into advantages and being serious about what you're selling.

4. Collaboration Skills:

When it comes to closing deals, we frequently see a salesperson as a lone wolf who works alone. But as you advance in your job, being able to work well with others and pick up tips from your other sales representatives may be a tremendous benefit. Collaboration may help you grow in a number of different ways. For example, another salesperson may have encountered a circumstance that you haven't, or they may be able to share alternate tactics with you that will help you step up your game. Everyone will benefit if you can learn to work well with your coworkers.

5. Self-Motivating Skills:

This last method incorporates management in addition to the sales crew. Upper management and sales representatives might frequently fail to communicate effectively, with management unable to completely understand the challenges that sales representatives face on a daily basis. You might need to ask your sales staff for input on what they think is keeping them from doing their best work if you truly want to push them. Your amazement at their responses will provide you a chance to really make novel and helpful improvements.

6. Problem Solving Skills:

Throughout their career, a salesperson will come across hundreds, if not thousands, of objections. Along with more unusual reasons why clients are unwilling to spend, you will encounter the customary objections to which you have grown used.

While you'll never be able to entirely overcome opposition, there are strategies you may use to reduce the amount of denial you encounter each day. When it comes to being able to face anxiety head-on and come up with innovative solutions, problem solving abilities are selling talents.

7. Negotiation Skills:

Negotiation is become a standard component of sales as more businesses vie for customers' attention. Customers want to be able to negotiate with their salesperson, thus sales representatives must arrive at the negotiating table prepared to bargain.

A competent negotiator knows how to identify solutions that benefit all sides, creating a win-win situation that keeps everyone happy. Great negotiating skills don't include yielding excessively.

3.2 SUMMARY

A professional can successfully market the products and services of an organisation to third parties by using a combination of hard and soft talents known as sales skills. Salespeople are essential to the success of businesses whose revenue is derived on clients or customers purchasing their goods or services.

3.3 QUESTIONS

- 1) Define Selling Skills and what are the objective of selling skills?
- 2) What are the different types of selling skills?

3.4 BIBLIOGRAPHY

- SPIN Selling by Neil Rackham.
- Gap Selling by Keenan.
- Start With Why by Simon Sinek.



SALE PROCESS

Unit Structure :

- 4.0 Objective
- 4.1 Introduction
- 4.2 Sales Process
- 4.3 The outline of the seven step sales process is
- 4.4 The AIDA Model Hierarchy
- 4.5 Summary
- 4.6 Question
- 4.7 Bibliography

4.0 OBJECTIVE

According to the website Small Business Notes, a sales professional or sales organisation uses the sales process to locate, sell to, and keep consumers. The sales process serves as a link between the customer and the business. You must comprehend the goals of utilising and developing a sales approach in order to produce an efficient sales process.

4.1 INTRODUCTION

One of the most crucial activities in every organisation is sales. Your sales team's ability to turn prospects into satisfied, paying customers is important to the survival and expansion of your company.

When questioned, the majority of salespeople would claim that they enjoy their work because it challenges them and allows for creative expression. No two clients are the same, whether in B2B or B2C sales. Each customer is a person with specific requirements and goals. Also keep in mind that sometimes clients might be fussy, impetuous, unsure, irritable, inattentive, or even suspicious.

4.2 SALE PROCESS

A sales representative must adhere to a set of rules known as a sales process in order to turn a prospect into a paying customer. The seven step approach is well-liked for its high conversion success rates. It divides a sales approach into manageable steps.

4.3 THE OUTLINE OF THE SEVEN STEP SALES PROCESS IS



Step 1: Make contact & build rapport:

The generation and qualification of leads are the initial phases in the sales process. Whether you utilise inbound or outbound marketing will affect how you establish the first point of contact.

The sales team may get leads that the marketing team has created. Additionally, you may find prospects by cold calling, networking, and client recommendations. These are potential customers who have expressed interest in your business or whom you suspect could need your services.

Who would be in charge of making a choice about this product/service? is one question you could wish to ask a prospect when you first get in touch with them, for instance during a first phone conversation. (You should always speak with the decision-maker personally.)

When do you plan to review your approach in this regard?

When would you be available to discuss your needs with me so I can suggest how we can best help you?

How did you find out about our company?

What's the best way to get in touch with you?

In your sales management software, keep track of how each client connection is created. You may better focus your marketing efforts as a result.

Step 2: Qualify compatibility:

Determine whether the prospect has a chance of becoming a client (i.e. whether they will become a sales qualified lead or not). How precisely does your business or service satisfy the demands of your potential client?

Ensure that all of their requirements—budget, deadline, product needs, etc.—are met.

Asking questions such, "What do you seek for when buying this service or product?" might help with B2B sales.

What are your main priorities?

What role does this good or service play in your company?

What should we take into account to ensure that it meshes with your procedures? (Work schedules, IT infrastructure, maintenance, etc.)

If you find that you can't get along with someone, it might be time to move on and look for a better fit. You may identify tendencies that could benefit your lead generating efforts by noting this in your CRM software.

Step 3: Analyze your prospect's needs:

You may determine how your service or product can solve the demands and pain areas of your potential customers by understanding them throughout the needs assessment stage of the sales process.

Here, the objective is to engage the prospect in conversation by listening to what they have to say and asking open-ended questions. By doing this, you'll leave the meeting with the clearest grasp of the problems your prospect is facing and how to tailor your presentation to address them.

Here are some such inquiries you may make:

What goods or services do you now use?

How does it suit you, and what might be made better?

What features or benefits are the most significant to you in our product or service?

What other products are you looking at?

Have you come across us before and what are your thoughts about what we offer?

Step 4: Pitch your product and handling objections:

Now that you are aware of the main issues your potential customer is dealing with, you can tailor your sales presentation to meet their needs. Your sales pitch should demonstrate how your goods or services can offer solutions.

By utilising a PowerPoint presentation or something similar, you should run over each feature of your product or service throughout the pitch, followed by the advantages of each feature. These advantages should always be tailored to the prospect's business or needs.

You should have been completely qualified to handle any objections and respond to any questions the prospect may have at the previous stage of the sales process.

Step 5: Deliver the proposal:

The proposal step of the sales process should be customised for each prospect, much like the pitching stage. It should include all the data you've obtained in the earlier steps, as well as how your service or product will help them accomplish their goal.

Any objections that are raised at this time should be noted and shared with your team so that they may inform your sales representatives of any future concerns.

Include clear price information, delivery timelines, client references, and any case studies you may have in your offers.

If they don't respond after a predetermined amount of time, note the send date and make yourself a follow-up reminder.

Step 6: Negotiate:

To address the needs of your prospect or any further objections, you might need to modify your presentation. To address these arguments, salespeople should draw on the understanding of the prospect they have acquired during the sales process.

Once the client has a complete understanding of the offer, you should only start negotiating. Take into account what could help you close the deal and is of high value to the client but low cost to you. Longer payment periods, better maintenance, speedier delivery, or simpler contract departure clauses might all be examples of this. Prior to negotiating a lower price, try to negotiate these.

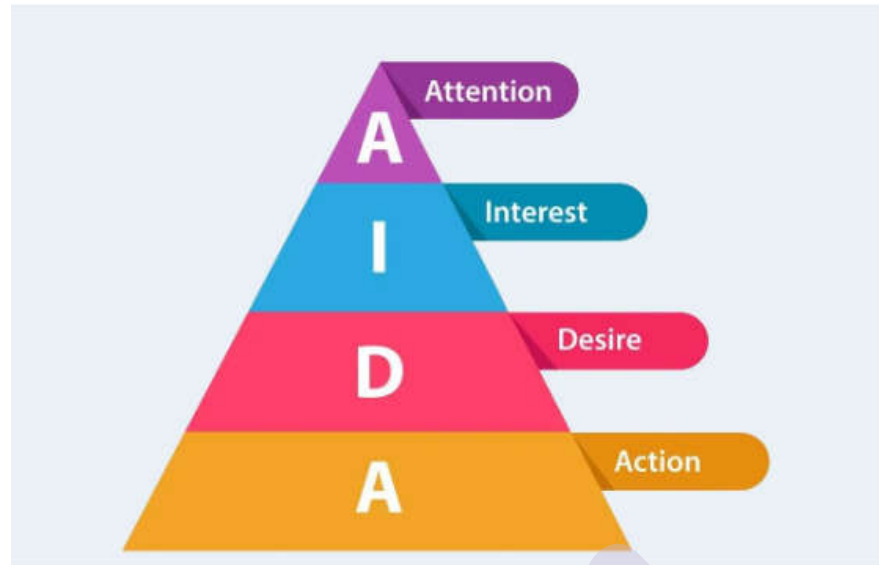
The emphasis should be on emphasising how your product or service will address the unique demands and problems of the prospect.

Step 7: Close the sale:

When your prospect becomes a new customer, the sales process is complete. There are several different closure strategies available.

Following the discussion of everything, you ought to inquire if they have any more queries. To make sure all questions are answered prior to signing the contract and finalizing the sale, you may also inquire if they have any concerns they'd want to discuss.

4.4 THE AIDA MODEL HIERARCHY



The steps involved in an AIDA model are:

1. Attention:

This stage is all on increasing brand awareness, as the name indicates. To get adequate attention, it's crucial to do in-depth audience research. Discovering the interests, issues, and requirements of your audience is the focus of this stage. Only careful consideration and a thoroughly developed buyer persona will enable this. With this information, you'll be able to produce content that appeals to their interests and issues while advancing your marketing message. AIDA's initial phase is this.

All potential customers should have no trouble finding your marketing materials. Social networking, natural Google SEO, and your website may all be used for this. You can produce attention-grabbing material that holds your audience's interest. This will pique the interest of your audience and encourage them to discover more about your brand

2. Interest:

It's one thing to get attention. It's one thing to draw attention to your prospects. Another is keeping their interest. To maintain prospects' interest, your advertising and marketing communications must be appealing. This may be accomplished by describing to potential customers how the issue is impacting their life. This may be accomplished through storytelling or any other technique that makes the prospect "feel" the issue and inspires them to come up with a solution.

Making the prospect's problem personal is the main goal of the interest stage of AIDA.

3. Desire:

In this phase, you may demonstrate to potential customers how your goods can address their issues. Here, you should describe the advantages and characteristics of your product. Then, you should demonstrate how these advantages will satisfy your prospects' demands. Cleaning products and orthodontists frequently employ want to display before and after images. People may utilise this to notice the differences and make life-improving adjustments. Whether they are seeking prosperity, love, or any other pressing need, your audience should understand how your items might enhance their lives.

If you execute it correctly, your prospects at the Desire stage are more likely to make a purchase.

4. Take Action:

Creating desire is the first stage in inspiring prospects to take action; the second is convincing them to do so. If you were selling in person, this is the point where you would ask for the sale. Advertisers might elicit urgency by providing a limited-time offer or rewarding prompt action. At this AIDA level, make it simple for prospects to take action. If you get extra office calls, you should provide your phone number. Alternatively, you might place a CTA button above the fold that visitors may click to make a purchase without scrolling.

Before implementing AIDA, the first step is to understand the client or potential client. One cannot emphasise this enough. You can only target the proper individual with your marketing message if you are aware of their reasons. Any marketing technique, including AIDA, won't be effective if your message completely matches your buyer profiles. Along with other critical data that may be utilised to help you target your audience more accurately, this includes demographic and business information.

You may utilise your research to find and then specify the demographics and psychographics for each prospect or client if you don't already have a buyer persona.



4.5 SUMMARY

Personal selling has become into a difficult career nowadays. Its function has changed significantly from that of a straightforward order taker to that of an order creator or counsellor to the buyers. Modern salespeople are aware that they are a key component of the company's overall marketing plan. The personal selling effort must be successfully integrated with the other components of the marketing mix if a firm wants to optimise the efficacy of its marketing campaign.

Personal selling has become more significant as product complexity has grown. They now serve as introducers, intelligent communicators, demand-pushers, and they also give the product a special utility. As a business manager, their job has significantly evolved from being a straightforward communicator. A salesperson has to have a certain set of personal, product-related, and functional attributes in order to succeed because their profession involves a number of analytical and administrative tasks. Every salesperson is recommended to perform some research about the company's name, size, authority concerns, and general requirements before contacting a prospect.

The salesperson should identify himself, his business, and the product being promoted when speaking with the prospect. A mutually satisfying sale is closed after the customer is persuaded of the benefits of the product and any objections they may have.

4.6 QUESTION

- 1) Define sale process? What are the outline of the seven step sales process?
- 2) Explain THE AIDA MODEL?

4.7 BIBLIOGRAPHY

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TERRITORY AND TIME MANAGEMENT, ROUTE PLANNING, SCHEDULING CUSTOMER VISITS

Unit Structure :

5.0 Objective

5.1 Introduction

5.2 Duty

5.3 Skills Required for Sale Administrator

5.4 Sales Compensation

5.5 Sales Compensation Model

5.6 Evaluating performance of Salesperson

5.7 Summary

5.8 Question

5.9 Bibliography

5.1 INTRODUCTION

Sales administrators receive and process sale orders offline, online, or via phone and email. They are responsible for maintaining sales data, assembling monthly sales reports, and verifying the correctness of orders and invoicing. They might also need to coordinate with other departments and do market research on new product categories.

5.2 DUTY

The duties of a sales administrator can depend on the company they work for and the needs of the teams they support. The responsibilities of sales administrators are as follow:

- Process online, email and phone sales
- Ensure order and invoice accuracy
- Perform basic customer service functions, like answering questions or responding to inquiries
- Manage order delivery timeliness

- Compile sales reports and monitor sales efforts
- Become experts on company product and service offerings
- Invoice clients and process payments
- Update databases and customer records
- Communicate customer feedback

5.3 SKILLS REQUIRED FOR SALE ADMINISTRATOR

Here are some skills that you can develop to help attract the attention of prospective employers and perform your job functions well:

1. Customer service:

Customer service skills can help administrators in their interactions with clients and customers. Many sales administrators deal with clients face-to-face, processing invoices, managing orders, responding to inquiries, and assisting in the sale. Developing customer service skills can help sales administrators remain friendly, professional and patient in their communications.

2. Organization:

Organizational skills can also be important for sales administrators. They can require their assistance to manage payments, update customer files, and curate sales data. Because sales administrators often handle multiple transactions and interactions a day, staying organized can be essential to offering quality customer experiences and guaranteeing efficiency.

3. Communication:

Communication skills can help sales administrators fulfill the many functions of their jobs. Communicating with clients, members of the sales team and logistics professionals helps them keep their processes running smoothly and successfully. Some sales administrators also monitor sales goals and may have to communicate with sales representatives who aren't meeting their targets.

4. Teamwork:

Many sales administrators work on teams to ensure the greatest possible customer experience. Administrative professionals may do their responsibilities effectively and build supportive environments by being able to interact well with team members and contribute equally to their teams. Teamwork can also help them exceed expectations in their interactions with auxiliary departments, like sales, accounting and logistics teams.

5.4 SALES COMPENSATION

A salesperson's payout for their effort is referred to as sales compensation. In order to encourage a sales representative, it often contains a basic wage, commission, and extra financial incentives.

In order to maximise the effectiveness of the sales force, sales pay should be carefully arranged. Determining a creative sales pay plan that would: Be in line with sales duties is what is typically meant when discussing sales compensation. The varied tasks and duties of team members in the sales department should be specifically addressed in a sales compensation plan.

Fit the corporate culture. A sales compensation strategy need to take into account the distinctive assets of your business. Understanding your plan's competitiveness in relation to other companies operating in your field and how it differs for top- and bottom-performing sales reps are particularly important.

Be concise and inspiring. Your sales incentive plan should be clear enough for your sales staff to grasp the objectives of your business and the advantages it will provide. Additionally, it need to include compensating people for actions that contribute to overall corporate success.

5.5 SALES COMPENSATION MODEL

5 models applied by companies worldwide:

1. Salary-based compensation plan model:

With a salary-only structure, you decide ahead of time how much you'll pay your salespeople. It doesn't matter how much or how little they sell, their take-home earnings are set. A salary-only structure is fairly uncommon for sales teams.

This plan's key benefit is that it makes it simple to determine remuneration and anticipate employment needs. Additionally, it removes the tension that comes with sales representatives not achieving the targets.

One of its primary drawbacks is that without compensation, sales teams could not be sufficiently driven to close many agreements. As a result, a business runs the danger of losing its top salespeople who are motivated by commissions for going above and beyond. Because of this, sales teams now do not frequently use this approach.

2. Commission-Based Compensation Model:

A commission-only plan presupposes paying sales representative based on their performance only. So, if they don't close a deal, they get a zero remuneration. Since the business only pays for closed sales, this approach is not hazardous. Additionally, it spurs salespeople to put in more effort and earn more money.

However, because of this sales-compensation arrangement, it is challenging to predict your spending and adjust your budget accordingly.

3. Salary Plus Commission-Based Compensation Model:

This is the most common plan that allows sales representative to get a fixed income and stimulates them to sell. Additionally, a business that can budget the basic wage and hire a competitive, motivated sales crew can benefit from using this approach.

Due to the fixed pay, the proportion of commission under this plan is typically smaller. The pay mix, or the proportion of fixed to variable compensation, is often influenced by the sector and the sales jobs.

4. Salary Plus Bonus Compensation Model:

This plan can be used if you know that your sales reps tend to meet the pre-set goals. By giving your salespeople a base salary and a predictable incentive based on the volume of sales, you can anticipate your costs.

If you are aware that 3 out of 5 sales reps always achieve their quota and receive \$40,000, for example, you may set aside \$120,000 each year for bonuses. However, this strategy still makes it challenging to inspire your salesmen to perform better.

5. Straight-Line Commission Model:

This sales compensation plan assumes that paying salespeople according to how much or little they sell is the right strategy. For instance, if a sales representative meets 90% of their quota and receives a total commission of \$1,000, they will receive \$900 instead of the whole \$1,000.

Given how simple it is to compute, this model might not be sufficient to inspire. For example, if a person is content with meeting 80% of the quota, they won't feel pressured to sell more.

5.6 EVALUATING PERFORMANCE OF SALESPERSON

Several methods were used to evaluate the capacity, talent and overall performance of salespersons in a company. The most popular ways to assess performance are through:

1. Sales Goal:

Each salesman is required to meet a set of sales goals specified by the firm. Such goals may be established depending on the number of units to be sold or the amount of sales.

2. Sales Region:

A sales region is a relatively limited area of a product or service's overall market. Each salesperson is often given responsibility for a certain region

or territory. The salesman in question is now responsible for the sales trend in each of these areas.

3. Sales Report:

It is the responsibility of salespeople to compile reports on the status of their job and submit them to their company for any necessary action. Salespeople are expected to provide periodic reports to their headquarters at regular intervals since they are the ones who are familiar with dealers, buyers, and rivals in each region.

5.7 SUMMAARY

A sales territory is a region that is designated to a certain salesperson or sales team. It includes both current and future clients, allowing your sales representatives to concentrate on a particular market. Cities, regions, and nations are examples of typical sales territory.

Effective selling involves more than simply what takes place while your team is interacting with clients. The actual percentage of time spent efficiently marketing varies on a number of variables:

The percentage of time spent actively selling (as opposed to other activities like travelling) times the percentage of time spent selling to the correct consumers times the percentage of time spent acting ethically during sales calls.

Your effective sales time may simply double with a little improvement in time and territory management, having the same effect as doubling your sales team at a fraction of the price.

5.8 QUESTION

- 1) What are the skills required for effective sales mangers?
- 2) Define Sales Compensation? What are the models of sales compensation?
- 3) What are the ways for evaluating performance of sales person?

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SALES FORCE MANAGEMENT

Unit Structure :

- 6.0 Objective
- 6.1 Introduction
- 6.2 Importance of Sales Force Management
- 6.3 Key Benefits of Sales Force Management
- 6.4 Sale Contest
- 6.5 Effective Sales Contest
- 6.6 Summary
- 6.7 Question
- 6.8 Bibliography

6.0 OBJECTIVE

Optimising the effectiveness of the sales and marketing teams is the major goal of sales force management. Since it also has to do with performance and outcomes, we might even claim that sales force management is a tactic to boost firm sales. Increasing an organization's income is a further crucial and vital goal of salesforce, with continuous development and volume expansion.

6.1 INTRODUCTION

The creation of a sales force, which entails the coordination of sales operations, training, and the use of sales techniques, is what leads to the accomplishment of sales goals and objectives.

The success of your company depends on your sales force management approach. This helps you to comprehend the most effective method for hitting and even exceeding sales and revenue goals. It also helps you to maximize sales expenditures, including marketing and advertising, and to remain open to new opportunities for growth within a market or a particular niche. Your sales crew serves as the face of your company and its goods, therefore it is important that they receive the proper guidance, training, and incentives to ensure that they are productive and meet their individual quotas or sales objectives.

6.2 IMPORTANCE OF SALES FORCE MANAGEMENT

As more businesses come to understand the value of effective sales team management, they begin to invest more in team building, strategy development, and training. You should invest in sales force management for the following additional reasons:

- **More effective sales operations:**

Effective sales force management makes sure that all of the moving components of sales operations are operating well to create a positive end-user experience. The ability to retain loyal clients gives successful businesses an edge over their competitors. An effective sales management system directly contributes to the ability of a good sales team to ensure positive customer experiences, regardless of the product or service being offered.

- **Better understanding of the market:**

Sales force management allows for a better understanding of your market, keeping you up-to-date with new trends. Maintaining growth in cutthroat markets requires relevancy. Your sales staff has the responsibility of keeping your brand, product, and service current and advancing in the direction of outstanding customer experience.

In addition to setting and achieving business-wide aims, goals, and objectives, sales force management creates strategies tailored especially to the supplied goods and services. Being able to create plans results in methodical ways to maintain sales growth, expand the company's market, and create CRSs, or customer relations systems, that are specially designed for it. There is no one-size-fits-all approach to strategy. Giving your sales staff the freedom to develop plans that focus on certain target markets or niches opens up new possibilities for your company.

6.3 KEY BENEFITS OF SALES FORCE MANAGEMENT

- **Generating Leads:** Sales teams generate leads and pursue these prospects, or potential clients, by collecting pertinent data, such as individual characteristics, purchasing tendencies, and preferences.
- **Sales forecasting:** Sale forecasting is a crucial tool for management to use when making business choices to enhance prospective sales as well as when preparing the sales force for certain targets or goals. It projects the enterprise's sales using historical sales numbers. Decision-makers may handle issues like productivity, product/service distribution, and even the marketing budget by using sales forecasting.
- **Order management:** Order management is the process of simplifying procedures to effectively handle and complete customer orders, increasing revenue, retaining clients, and upholding stellar client relationships. In a word, an order management system is a procedure for promptly providing a good or service.

- **Conflict resolution** - It's very likely that your lead will have different thoughts from you while making a buy. You need to clarify their expectations in this situation. A record of every communication you have with your leads can help to prevent future disputes.

6.4 SALE CONTEST

A sales contest is a type of incentive programme where salespeople are given incentives depending on their performance and/or sales. Three categories exist:

- **Direct competition:** The salespeople compete against one another, with a winner being determined.
- **Competition among teams:** Some teams receive rewards for their victories as a group.
- **Goals are rewarded** when they are attained, and many people can win the same goal.

6.5 EFFECTIVE SALES CONTEST

Effective Sales contest are as follow:

1. Keep it simple:

The contest rules shouldn't be difficult for salespeople to comprehend. Their interest in taking part wanes when it's difficult to comprehend how to win or who is now in first position. How does a straightforward competition sound? Give rewards to the five sales representatives who raise their calls-to-demo rate by the greatest percentage, or reward every salesperson who fulfils a certain target for meetings. Choose a contest you can explain in little more than two sentences.

In a similar vein, only hold one competition at a time. This ensures that you won't divert your team's attention from the action or result you're attempting to encourage.

2. Make it fun:

Contests ought to include a fun component. Your salesmen will get along better and the competition will be more entertaining with a little humour.

For instance, the losing team would do everything they pleased for the winning team, including picking up their dry laundry and washing their car.

Observing your boss perform a boring activity is usually entertaining. This kind of reward demonstrates to your staff that you are committed to their success and that you have a fantastic sense of humour. Consider basing your contests on inside jokes from the workplace. For instance, the winner may be given the opportunity to treat everyone to lunch at a favourite neighborhood eatery.

3. Involve in the planning process:

The winning team should be involved in the planning process which in turn motivates them to perform better feeling a pride in delivering the services.

4. Give updates:

If they are unsure about their position in a competition, few people remain devoted to it. Depending on how rapidly each salesperson's condition changes, try to provide daily or weekly updates. A live dashboard was set up by one organisation so that any representative could check on their progress whenever they wanted. Some salesmen are so focused on being the best that they will check it hourly. Imagine losing this effective incentive just because you neglected to inform your colleagues.

5. Don't make false promises:

Although it may seem apparent, never guarantee a reward that you are unable to fulfil. Former Hooters waitress Jodee Berry filed a lawsuit against the restaurant business in 2002, claiming they broke their promise to give her a Toyota instead of a Yoda toy after she won a sales competition. She prevailed in the court battle.

Your salesmen will lose faith in you if you don't fulfil your commitment. Consider what you'll be responsible for if your salespeople perform as good as they possibly can before announcing a prize. If they truly knock it out of the park, you might not be able to afford the prize. When in doubt, lean to the right.

6. Give the Prize Money at the earliest:

Nine months after they won, a corporation awarded the salesmen their reward money. They were not content. Why should the deadline for the prize be less significant given that you've already established one for the contest? The lesson is to award rewards as soon as possible once the contest concludes. If your team is not still awaiting their awards from the last competition, it will be much simpler to motivate them for the upcoming one.

Sales competitions result in sales. Your team's motivation and performance will be significantly impacted by your sales competitions if you adhere to the contest ideas, reward suggestions, and rules below.

6.6 SUMMARY

The creation of a sales force, which entails the coordination of sales operations, training, and the use of sales techniques, is what leads to the accomplishment of sales goals and objectives. The success of your company depends on your sales force management approach. The workforce of an organisation that is tasked with selling goods and services is known as the sales force.

6.7 QUESTION

- 1) Define sale force management? What are the important of sale force management?
- 2) What are the essential element of effective sale contest?
- 3) Write a short notes on:
 - a) SALE CONTEST
 - b) Lead generation
 - c) Sale Forecasting

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FIELD SALES CONTROL

Unit Structure :

7.0 Objective

7.1 Introduction

7.2 Field Sales Organization Techniques

7.3 Field force management

7.4 Sales Reporting System

7.5 Summary

7.6 Question

7.8 Bibliography

7.0 OBJECTIVE

Naturally, sales control aims to increase an organization's financial success and keep them on pace to achieve their revenue and sales targets. Utilise the sales control system to incentivize workers to work longer and more productively by giving them rewards like awards, discounts, bonuses, or vacation time.

7.1 INTRODUCTION

One error many business owners do is underestimating how difficult it is to launch and shut down a company. If you have never attended a sales event, it may seem straightforward, similar to a lunchtime round of golf or two rounds of weaving. While it's typically true that effective sales teams "sell stuff to people they like," they may also do more with business introductions than simply approve expense reports.

A capable sales team manager leads salespeople through the sales process, assisting them in leading more sales and assisting them in obtaining outcomes. A skilled manager may concentrate on building teams and procedures that need to be reconciled, evaluating the effectiveness of field sales teams, and rewarding successful instances.

7.2 FIELD SALES ORGANIZATION TECHNIQUES

The following four methods must be developed by all field sales managers in order to set up field sales teams and increase sales.

1) Develop and improve the process:

If all field sales professionals lack a tested method for moving through the sales funnel, they can work productively but aren't really contributing to the closing of deals. These technologies include the ability to schedule meetings, identify obstacles, remove obstacles, and effectively manage time. To understand the objectives of each action carried out, the sales manager must offer sales managers with clearly defined and quantifiable processes.

2. Coaching of Sales Representatives:

When sales managers can concentrate on analysing and improving their teams' fieldwork, their teams benefit. It is not sufficient to overwhelm a representative without meeting the quota at the end of the month unless clear instructions are given at every step of the process. To handle the specifics of the sales process and give advice on where and how to focus on technology, a skilled sales manager will be in regular communication with sales reps. Before directing the precise strategy, disability, and next actions to the person in charge, the coach will urge the manager to comprehend the sales process and to specify exactly how the salesperson will carry out the plan.

3. Measuring efforts and results:

Sales plans contain detailed descriptions of the sales channel and the actions necessary to move the opportunity through it. Salespeople and sales managers are aware that whale spray is still suitable at the top and middle of the funnel water because sales tracking can evaluate activity at all levels of the channel, shifting prospects and projecting business! To ascertain if the plan is carried out, this level of activity is evaluated against a set of metrics (e.g., 20 calls per day, 2 presentations, 7 meetings per week, 4 ideas, etc.). If the opportunity for the activity level "Processing" is accurate, the measurement result (for example, 8 transactions per month) shows if the right plan is being implemented.

4. Top performers are rewarded:

Successful salesmen are fiercely competitive. The greatest strategy is to challenge yourself and surpass the quota (not to mention the commission accelerator). Everyone will assess their performance in relation to those of other teams. The success of the entire team is crucial for sales managers. Emphasizing top performers to incite natural rivalry is one of the greatest methods for on-site sales management. It need not be a steak knife, a Cadillac, or a trophy. Sales rankings based on activity and outcomes stoke the fires of capable sellers in a strong salesman.

7.3 FIELD FORCE MANAGEMENT

Managing resources that are employed at sites other than business property is known as field force management, sometimes known as field service management (FSM), and it is a component of workforce management. This might involve monitoring the actual activities of field people as well as handling vehicle tracking, field sales, staff scheduling

and dispatch, and worker safety. The administration of other on-site features, such as billing, inventory control, and personnel systems, must then be integrated with all of these components. Ineffective field force management can result in dissatisfied customers, low production, and risky circumstances.

7.4 SALES REPORTING SYSTEM

A sales report, often referred to as a sales analysis report, is a thorough account of every sales activity that occurred inside a firm within a specific time period.

In essence, it gives sales managers a broad perspective of all the company's sales activities and procedures. It serves as a representation of the numerous patterns in the sales volume over a specific period of time and provides information on the various stages of the sales funnel. Additionally, it includes analytical data on each of the team's sales leaders' performance.

When generating their sales reports, companies are not required to adhere to a rigid format. The components of the report might change depending on the requirements and internal processes of the given organisation. However, typically, sales reports include the following elements:

- **The project summary:**

You need to provide the individual reading your report some background information before you go into the real report and discuss the specifics of the tracked period. Because you never know who will read your report, it is crucial to make sure that the data presented there is understandable even to those who are unfamiliar with your company's prior sales achievements.

The ideal strategy in this situation is to provide both the report's goal and a reminder of its prior successes.

- **Data breakdown:**

Although it's a fantastic idea to include as much data in your reports as you can, doing so will help everyone who reads them understand your sales methods. Inefficient and difficult to understand, employing several spreadsheets and tables isn't always the ideal approach to show your data.

- **Results interpretation:**

After you've defined your goals and presented the data you've gathered, it's time to discuss what the data means for your company overall. Explain what those numbers and graphs represent for your firm to the viewers of your sales report rather of just dumping them on them at random.

7.5 SUMMARY

One of the responsibilities of sales management is sales control, which works to effectively and efficiently coordinate the many sales tasks in

order to guarantee that the company's profit goals and sales targets are met.

Field Sales Control

- Control of Sales Objects
- Increase the quantity of sales.
- Increase earnings
- Manage revenue

7.8 QUESTION

- 1) Explain various field sales organization techniques?
- 2) Explain the sale reporting system?
- 3) Write a short note on
 - a) Field force management
 - b) sale Reporting system
 - c) Field Sale

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SELLING & DISTRIBUTION

Unit Structure :

- 8.0 Objective
- 8.1 Introduction
- 8.2 Logistics vs. Distribution
- 8.3 Distribution Management Challenges Improper stock management
- 8.4 Summary
- 8.5 Question
- 8.6 Bibliography

8.0 OBJECTIVE

Regarding its sales and distribution channels, an organisation may have a variety of goals. However, the big three are being planned for by every industry under the sun. Here are some of them:

- Volume of sales
Increasing the overall volume of items sold is one of the main objectives of sales and distribution in order to provide net revenue for the company.
- Contribution of Profit
Strategies for sales and product distribution are equally essential to the profit margins a business enjoys.
- Prolonged Growth
The last and maybe most significant of the three main goals for sales and distribution is this one. gaining market share over time by cultivating customer loyalty and drawing in new clients.

8.1 INTRODUCTION

The administration of sales and distribution has long been an issue in business. It's possible for raw materials to arrive too soon and deteriorate before being used. Alternately, completed products can arrive later, allowing a competitor to capture the majority of the market.

The importance of effective sales and distribution management has led to the adoption of just-in-time inventory procedures as a core component of

supply chain and inventory management. A strong distribution management strategy based on real-time data is required because successful sales and distribution management involves a lot of moving parts and procedures.

8.2 LOGISTICS VS. DISTRIBUTION

The careful planning and methods used to ensure the effective supply and delivery of goods are referred to as "logistics." Examples of logistics operations and procedures include supply management, bulk and shipping packaging, temperature controls, security, fleet management, delivery routing, shipment tracking, and warehousing. The most straightforward way to think about logistics is probably through physical distribution.

Order fulfilment across distribution networks is the main emphasis of the logistics management system known as distribution. A distribution channel is a network of people or businesses that a good or service travels through on its way from its point of origin to a client. Examples of distribution channels include e-commerce sites, wholesalers, retailers, and independent or third-party distributors. Distribution operations and processes include consumer or commercial packing, order fulfilment, and order delivery, among others. Distribution may be summed up as either commercial or sales distribution.

8.3 DISTRIBUTION MANAGEMENT CHALLENGES

IMPROPER STOCK MANAGEMENT

The business inventory of the firm or business organisation may need to be tracked manually, that is with the aid of people, in the absence of automated distribution management system software. This can end up being difficult, which is ineffective. Such a distribution structure may make it difficult for customers to change their purchases, which would make the return and refund procedure laborious. Furthermore, it would be extremely difficult for the stakeholders to make crucial decisions on business restocking in the absence of a digital record of the business inventory.

- **Tricks in your business plan:**

Matching shifting customer and prospect wants and requirements is crucial and significant in the present competitive market in order to maintain loyalty. The ability to modify the governing parameters or values without the knowledge of the end customers or prospects is provided by one such subtle and original marketing strategy that has no direct influence on customers or prospects. Within marketing teams and organisations, it is common practise to manipulate expense estimates and falsify billings and transactions in accounting records and databases. There is evidence that the agencies falsify their transactions and billings while giving their workers numerous perks including gifts and incentives.

A proactive distribution and management system is needed to address the aforementioned major difficulties and redirect marketing spending to concentrate on gathering crucial customer information.

- **Reliance on financial reports:**

Business Reports are one of the most crucial components that the fast-moving consumer goods (FMCG) or consumer packaged products division sector will rely on. The efficiency, responsiveness, and correctness of the business reports will be crucial factors in productivity and growth in this highly competitive company environment.

In order to make the best business decisions, the executives will need to have access to critical data. However, time is wasted and less work is done due to the current manual or human interaction and boring business procedures.

- **Easy-to-do business:**

When it comes to distribution channel management systems and software, ease of doing business will be a significant and crucial issue on both the partner side and the vendor side. The account manager usually ends up spending more time responding to partner emails, phone calls, etc. A suitable distribution management software framework will deal with this problem. Despite the massive amounts of data being collected at several touchpoints and with numerous affecting elements, the structure cannot measure or provide. This might imply the sales concierge or a mix of the inside, outside, and field assistance, but it's crucial to consider the distribution network structure and how to restrict the organization's performance and productivity.

The bigger business organisation will frequently default to incorporating the acquired organisation into their current network structure when smaller business organisations are bought by larger business organisations.

8.4 SUMMARY

You must have a thorough grasp of your sales people and their accounts in order to accurately assess where your sales team stands today and where it is headed future. For you and your team to manage for the best results, territory planning is a crucial subject.

Again, both you and your team will need a wide range of talents in this situation. The most crucial is time management.

The team should only enter this process with the proper abilities and mindset because account planning is so crucial to sales. Time management is really important. Consider time management to be what active listening is to communication and territory planning to be. In other words, without an appreciation for the value of time, you cannot even start to assess your accounts realistically, much less strategically. The fact that managers and

salesmen both consistently regard time management as one of their worst talents makes it even more crucial.

A component of marketing management is sales force management (SFM). The marketing plan is transformed into marketing performance via sales management. Because of this, sales force management is occasionally referred to as the engine driving marketing management. In reality, sales force management does a lot more than just provide the powerhouse for marketing management.

Modern organisations expect sales managers to be customer- and profit-focused, as well as to carry out a number of other activities in addition to defining and attaining their own personal sales targets for the company. Let's quickly go through the sales force management process and the duties that are involved. Modern organisations expect sales managers to be customer- and profit-focused, as well as to carry out a number of other activities in addition to defining and attaining their own personal sales targets for the company.

8.5 QUESTIONS

- 1) Different Between logistics vs. distribution?
- 2) Challenges of distribution management?
- 3) What are the objective of selling and distribution?
- 4) Different Between logistics vs. distribution?
- 5) Challenges of distribution management?
- 6) What are the objective of selling and distribution?

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