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Introduction


For Internal Circulation and Academic
Purpose Only

Programme Educational Objectives

- *Our program will create graduates who:*
- *1. Will be recognized as a creative and an enterprising team leader.*
- *2. Will be a flexible, adaptable and an ethical individual.*
- *3. Will have a holistic approach to problem solving in the dynamic business environment.*

Sales and Distribution Management Course Outcomes

- CO1- Given a situation of Festival, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company.
- CO2- Given a situation of opening a new outlet, student manager will be able to draft a sales plan.
- CO3- Given a situation of Selling products / services, student manager should be able to explain Personal Selling Process.

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- CO4-Given a criteria of newly launched company, student manager should be able to design an effective Sales Compensation Plan for Sales Executive.
 - CO5-Given a criteria of distribution channel of a company, student manager should be able to outline different levels of Marketing channel used by the company.
 - CO6-Given a situation, student manager should be able to explain the process of Reverse Logistics.

UNIT I

Objective:

- Students should understand the basic concepts of Sales and its objectives.
- Importance, Need of Sales forecasting & its methods &
- AIDAS theory of selling.

Ref. Book –

- Sales Management Havaladar, Cavale
- Sales Management Still and Cundiff.

Basics of Marketing

- Definition of Market & Marketing
- Segmentation & Targeting
- Marketing Environment
- Marketing Mix
- Difference between Marketing & Sales

Market

- A regular gathering of people for the purchase and sale of provisions, livestock, and other commodities.
- A market is defined as the sum total of all the buyers and sellers in the area or region under consideration.

Marketing

- According to the American Marketing Association (AMA) Board of Directors, **Marketing** is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- **Dr. Philip Kotler** defines **marketing** as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.

Sales

- A sale is a transaction between two parties where the buyer receives goods (tangible or intangible), services, and/or assets in exchange for money.
- Kotler describes sales as the process of persuading customers to purchase the company's product or service.
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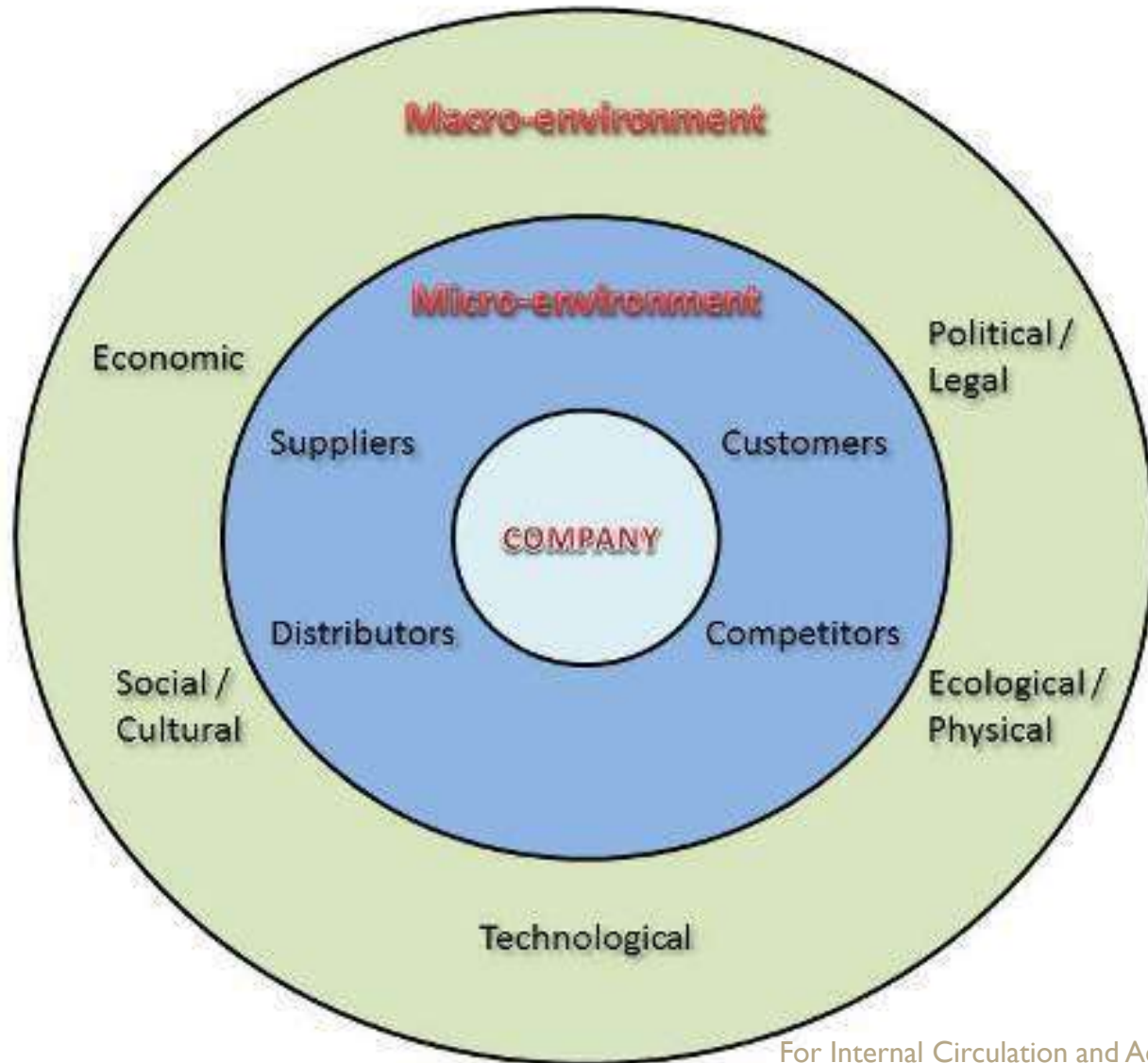
Target Market and Segmentation

- **Target Marketing** refers to a concept in marketing which helps the marketers to divide the market into small units comprising of like minded people. Such segmentation helps the marketers to design specific strategies and techniques to promote a product amongst its target market.
- A target market refers to a group of individuals who are inclined towards similar products and respond to similar marketing techniques and promotional schemes.
- Example - Kellogg's K Special mainly targets individuals who want to cut down on their calorie intake.

Positioning

- A marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer. Companies apply this strategy either by emphasizing the distinguishing features of their brand (what it is, what it does and how, etc.) or they may try to create a suitable image (inexpensive or premium, utilitarian or luxurious, entry-level or high-end, etc.) through advertising.

Marketing Environment



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THE 7Ps of Marketing



Difference between Marketing & Selling

- According to Philip Kotler, marketing is a system of activities designed to price, place (distribute) and promote products and services that satisfy the needs and wants of target customers/markets in order to achieve business objectives.
- In contrast, Kotler describes sales as the process of persuading customers to purchase the company's product or service. In the strictest sense, sales can be considered part of promotion in the Four Ps (product, price, place and promotion).

Difference between Marketing & Selling

- 1) Marketing drives demand for the product or service; sales fulfills the demand and creates relationships.
- 2) Marketing involves getting the customer to the product or service; sales involves getting the product or service to the customer.
- 3) Marketing is the activity of opening; sales is the activity of closing. In all three versions, sales is the core purpose of marketing.

Difference between Marketing & Selling

- Selling has a product focus and mostly producer driven. It is the action part of marketing and it has short – term goal of achieving market share.
- This short – term focus does not consider a prudential planning for building up the brand in the market place and winning competitive advantage through a high loyal set of customers. The end means of any sales activity is maximizing profits through sales maximization.

Difference between Marketing & Selling

- Marketing as a concept and approach is much wider than selling and is also dynamic as the focus is on the customer rather than the product.
- While selling revolves around the needs and interest of the manufacturer or marketer, marketing revolves around that of consumer. It is the whole process of meeting and satisfying the needs of the consumer.

Main Features of SELLING in Marketing vs Selling

- 1 Emphasis is on the product
- 2 Company Manufactures the product first
- 3 Management is sales volume oriented
- 4 Planning is short-run-oriented in terms of today's products and markets
- 5 Stresses needs of seller
- 6 Views business as a good producing process
- 7 Emphasis on staying with existing technology and reducing costs
- 8 Different departments work as in a highly separate water tight compartments
- 9 Cost determines Price
- 10 Selling views customer as a last link in business

Main features of MARKETING in Selling vs Marketing

- 1 Emphasis on consumer needs and wants
- 2 Company first determines customers needs and wants and then decides out how to deliver a product to satisfy these wants
- 3 Management is profit oriented
- 4 Planning is long-run-oriented in today's products and terms of new products, tomorrow's markets and future growth
- 5 Stresses needs and wants of buyers
- 6 Views business as consumer producing process satisfying process
- 7 Emphasis on innovation on every existing technology and reducing every sphere, on providing better costs value to the customer by adopting a superior technology
- 8 All departments of the business integrated manner, the sole purpose being generation of consumer satisfaction
- 9. Consumer determine price, price determines cost
- 10. Marketing views the customer last link in business as the very purpose of the business