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SM Functions Responsibilities of Sales Manager


Programme Educational Objectives

- *Our program will create graduates who:*
- *Will be recognized as a creative and an enterprising team leader.*
- *Will be a flexible, adaptable and an ethical individual.*
- *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.

Functions:

- (i) Sales Research and Planning.
- (ii) Demand creation.
- (iii) Sales costs and budget.
- (iv) Price fixations.
- (v) Development of products.
- (vi) Establishing sales territories.
- (vii) Co-ordination of sales.

Sales Management Functions



Distribution Management

- Distribution management refers to overseeing the movement of goods from supplier or manufacturer to point of sale. Distribution management is an overarching term that refers to numerous activities and processes such as packaging, inventory, warehousing, supply chain and logistics.

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The management of resources and processes used to deliver a product from a production location to the point-of-sale, including storage at warehousing locations or delivery to retail distribution points.

Linking Sales & Distribution Management

- Distribution Management serves the primary function of ensuring that the product or service is made available to the consumer within an arm's length of his desire.
- It takes care of the availability (Physical dist.) and the visibility.
- It provides 'time', 'place' and 'possession' utility.
- It is an integral part of sales management.
- Either sales management or distribution management cannot exist, operate or perform without each other

Linking Sales and Distribution Management

- To achieve the sales goals of sales revenue and growth, the sales management plans the strategy and action plans (tactics), and the distribution management has the role to execute these plans

Role of Distribution Management for some of the Sales Management Actions / Tasks

Sales Management Actions / Tasks	Distribution Management Role
<ul style="list-style-type: none">• Strategy for effective coverage of markets and outlets	<ul style="list-style-type: none">• Follow call plan / beat plan• Make customer call productive• Use multi-channel approach
<ul style="list-style-type: none">• Strategy for handling customer complaints	<ul style="list-style-type: none">• Prompt action at the customer interface level• If the problem persists, involve senior sales and service people
<ul style="list-style-type: none">• Planning of local advertising and sales promotion	<ul style="list-style-type: none">• Co-ordination with distribution channels• Responsibility of execution with distribution channels• Expenses are shared between the company and intermediaries

Activities of Sales Management

- (1) **Formulation of sales strategy** through development of account management policies, sales force compensation policies, sales revenue forecasts, and sales plan,
- (2) **Implementation of sales strategy** through selecting, training, motivating, and supporting the sales force, setting sales revenue targets, and
- (3) **Sales force management** through development and implementation of sales performance, monitoring, and evaluation methods, and analysis of associated behavioral patterns and costs.

Responsibilities of Sales Manager

“A sales manager can have a narrow or a broad spectrum of responsibilities including the following:

- Estimate demand and prepare sales forecasts;
- Establish sales force objectives and quotas;
- Prepare sales plans and budgets;
- Establish the size and organization of the sales force;
- Recruit, select, and train the sales force;
- Compensate the sales force;
- Control and evaluate sales performances.”