



Param Pujya Dr. Babasaheb Ambedkar Smarak Samiti's

## **Dr. Ambedkar Institute of Management Studies & Research**

Deeksha Bhoomi, Nagpur - 440010 (Maharashtra State) INDIA

**NAAC Accredited with 'A' Grade**

Tel: +91 712 6521204, 6521203, 6501379

Email: [info@daimsr.in](mailto:info@daimsr.in)

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# **Sales Management**


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

- **SALES MANAGEMENT** – Definition and meaning, Objectives, Sales Research, **Sales**
- **Forecasting**, Sales Forecasting methods, Sales Planning and control: Goal setting, **Performance**
- **measurement**, diagnosis and corrective actions, Estimating market and Sales Potentials, AIDAS
- theory.

# Evolution of Sales Management

- Pre-Industrial Revolution (Small Scale industries)
- Production oriented (Mass Production)
- Sales Oriented (Focus on Sales & Sales Promotion)
- Customer Oriented (Customer Satisfaction)

# Sales Management

- “The management of the **personal selling** part of a company’s marketing function.”
- *Sales management is the process of developing a sales force, coordinating sales operations, and implementing sales techniques that allow a business to consistently hit, and even surpass, its sales targets.*

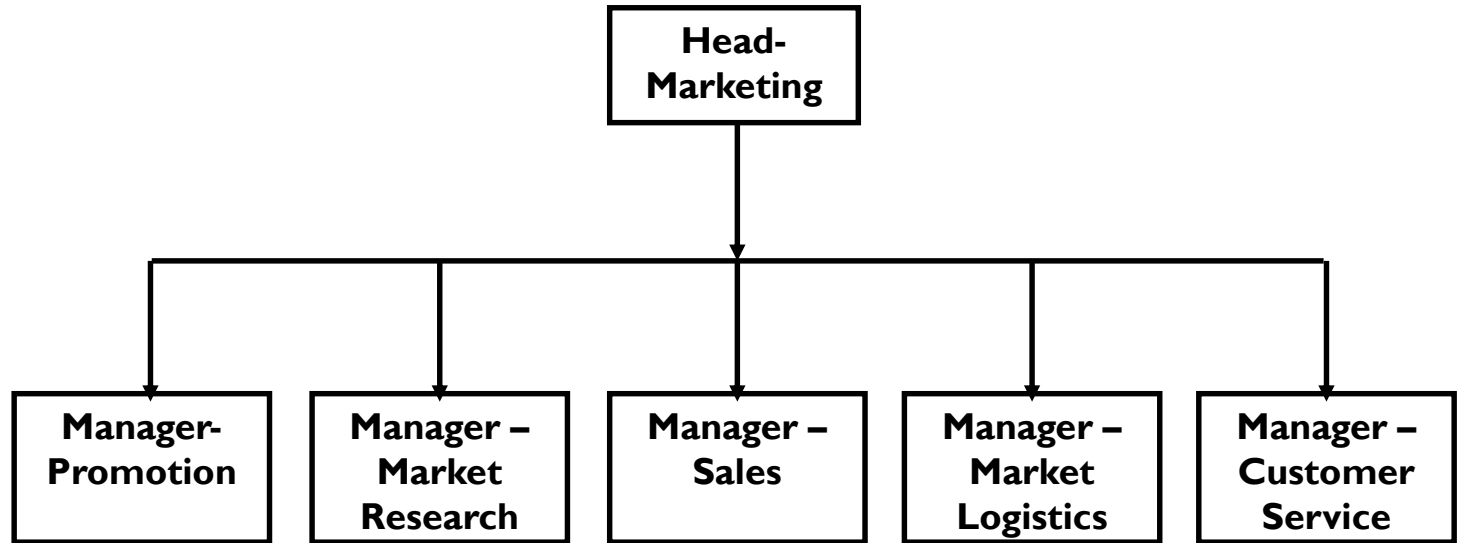
# Sales Management

- AMA defines it as “the planning, direction, and control of the personnel, selling activities of a business unit including recruiting, selecting, training, assigning, rating, supervising, paying, motivating, as all these tasks apply to the personnel sales-force.”
- Originally, the term ‘sales management’ referred to the direction of sales force personnel. But, it has gained a significant position in the today’s world. Now, the sales management meant management of all marketing activities, including advertising, sales promotion, marketing research, physical distribution, pricing, and product merchandising.



# Nature of Sales Management

- Its integration with marketing management



- Relationship Selling

Transactional Relationship Selling	Value – added Relationship Selling	Collaborative / Partnering Relationship / Selling
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# Evolution of Sales Department

# Types of Relationship Selling

- **Transactional Relationship / Selling:-** one type of relationship marketing in which salespeople **make one-time sales** to price-oriented customers ,who are not contacted again
- **Value – added Relationship / Selling:-** understanding current and future needs of customers and **meeting those needs better than competitors with value – added solution** to their problems
- **Collaborative relationship :-** a type of relationship marketing in which a selling organization works continuously with its large customers to **improve the customer performance in terms of operations , sales and profit**

# Varying Sales Responsibilities / Positions / Jobs

Sales Position	Brief Description	Examples
<ul style="list-style-type: none"> <li>• <b>Delivery salesperson</b></li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of products to business customers or households.</li> <li>• Also takes orders.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Milk, newspapers</b> to households</li> <li>• Soft drinks, bread to retail stores.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Order taker</b> (Response selling)</li> </ul>	<ul style="list-style-type: none"> <li>• Inside order taker</li> <li>• Telemarketing salesperson takes orders over telephone</li> <li>• Outside order taker. Also performs other tasks</li> </ul>	<ul style="list-style-type: none"> <li>• Behind counter in a garment shop</li> <li>• Pharma products' orders from nursing homes</li> <li>• <b>Food, clothing products' orders from retailers</b></li> </ul>
<ul style="list-style-type: none"> <li>• <b>Sales support</b> <ul style="list-style-type: none"> <li>• <b>Missionary selling</b></li> <li>• Technical selling</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Provide information, build goodwill, introduce new products</li> <li>• Technical information, assistance</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Medical reps.</b> in pharma industry</li> <li>• Steel, Chemical industries</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Order-getter</b> (Creative, Problem-solving, Consultative selling)</li> </ul>	<ul style="list-style-type: none"> <li>• Getting orders from existing and new household consumers</li> <li>• Getting orders from business customers, by solving their business and technology problems</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Automobiles, refrigerators, insurance policies</b></li> <li>• Software and business solutions</li> </ul>

# Objectives of Sales Management

- Sales Volume :- The foremost objective of sales management is to increase sales volume to generate revenue. (**Penetration**)
- Contribution to Profit :- The sales of the organization should contribute to profit. It can be calculated as the percentage or ratio of gain in total turnover.
- Continuing Growth :- One of the main objectives of Sales Management is to retain consumers to continue growth of the organization.
- Market Share :- Increase in market share by regular expansion of Product, sales and demand for an item in the market with new advanced formulation.