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Sales force 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.



➤ “You can take away my money & take away my factories, but leave me my sales staff and I’ll be back where I was in two years.”

● *-Andrew Carnegie*

Sales Force Management

This has mainly come about from the kind of hard selling associated with door-to-door selling. This image is quite far removed from the majority of selling that takes place especially in the business-to-business sector.

Much of a salesperson's time is not actually taken up by selling but with a variety of other tasks that they have to undertake in order to achieve the sale.

Sales organization

- Sales force organization **refers to the type and size of the sales force.** The type determines the degree of controllability while the size has profit implications. If the sales force is large the organization has to decide about the kind of specialization and co-ordination to use.

Recruitment

It is the process of finding out candidates, who are encouraged to apply. Selection is the process of choosing some out of many candidates.

Therefore, we can say that selection is recruitment, but recruitment is not selection. Selection is the process of rejection of unfits. Recruitment precedes the selection process.

Types of Recruitment

- **Internal Sources** - As the name says, it means the recruitment of people within the organization. They fill in vacancies with the existing members within the existing organization. This can also be termed as **promotion**.
- **External Sources**- It means hiring people from outside the organization. In other words, seeking applicants from those who are external to the organization.

Internal Source of Recruitment

Merits:

- Co-operation
- Loyalty
- Honest performance
- No training
- Same salary

Demerits:

- Limited scope
- Chances of favoritism
- Time to adjust

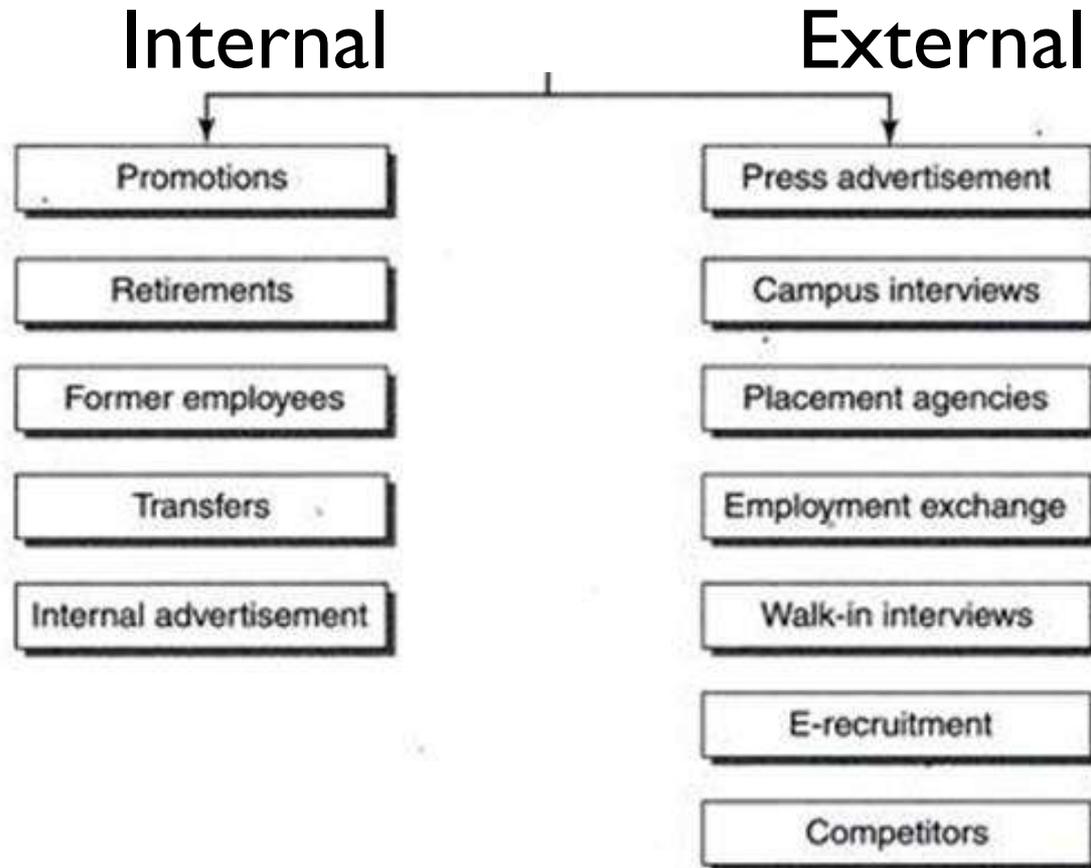
External Source of Recruitment

- Employment Exchange
- Competitors' organization.
- Salesmen of non-competing firms
- Educational institutions
- Advertisement
- Unsolicited applications

External Source of Recruitment

ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none">➤ New “blood” brings new perspectives➤ Cheaper and faster than training➤ Professionals➤ No group of political supporters in company➤ Organization already➤ May bring new industry insights	<ul style="list-style-type: none">➤ May not select someone who will “fit” the job or organization➤ May cause morale problems for internal➤ Candidates not selected➤ Longer “adjustment” or orientation time

Sources of Recruitment



Selection

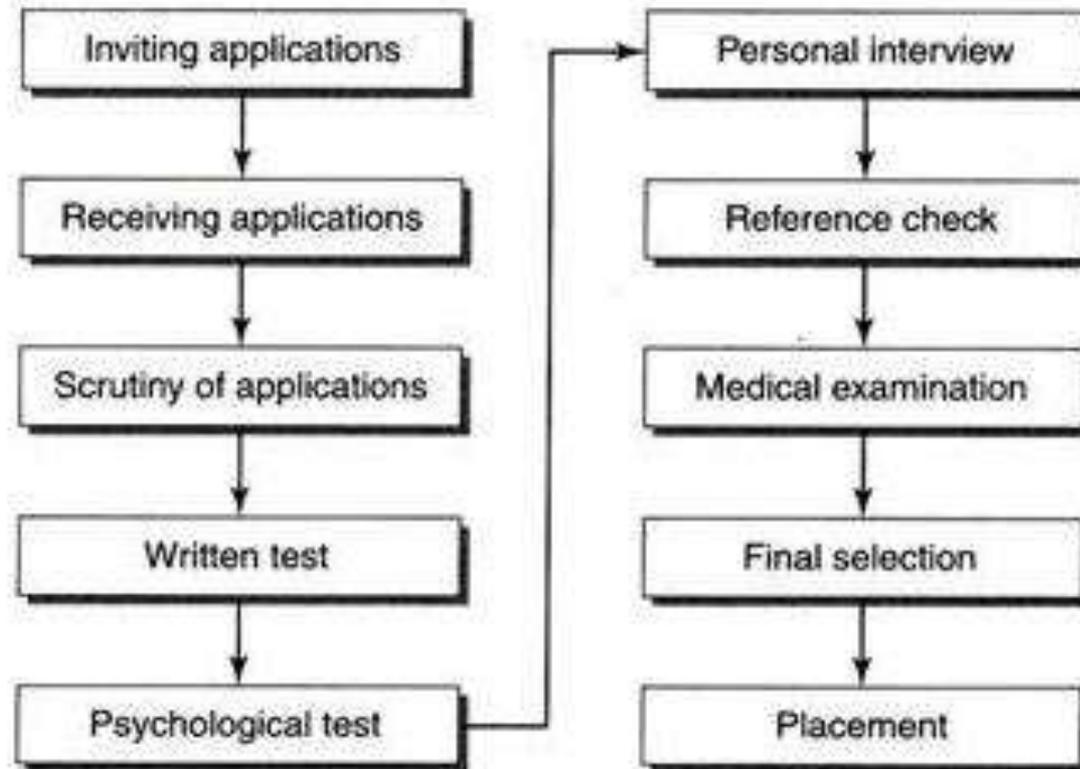
Selection is defined as the process of choosing the right candidates for the vacant positions.

The qualities expected must match with the job description and the person should be qualified enough too.

Selection Steps

- Application Blank
- Screening
- Reference
- Personal Interview
- Test
- Medical examination
- Final interview

Selection Steps



Training

Training is the continuation of selection. After selection, the sales manager will have two options.

- Send him to the work field directly
- Send him for training program

It is always advisable to train a person before sending him to the work floor.

Training

- Training means the process of perfecting the salesmen for their work. It is the organized procedure through which knowledge as well as skill, for a particular purpose, is acquired.
- **Organized activity aimed at imparting information and/or instructions to improve the recipient's performance or to help him or her attain a required level of knowledge or skill.**

Training Needs

- Product Knowledge
- Customer Knowledge
- Competitive Knowledge
- Sales Techniques
- Company Knowledge

Objective of Training

- Increase Sales Productivity
- Increase Sales Profits
- Lower Sales force turnover rate.
- Improve Customer relations
- Introduce new products, markets, and promotional programmes.
- Create positive attitudes and improve salesforce morale.
- Prepare new salespeople for assignment to a sales territory.
- Improve teamwork and co-operative efforts.

Sales Training Methods

- Class Room/Conference
 - Lectures, Demonstrations, Group Discussion
- Behavioral Learning
 - Role playing, Case studies, Simulation games
- Online Training
 - Interactive Multimedia Training, Distance Learning
- On the Job Training
 - Mentoring , Job rotation
- Absorption Training/Self Study
 - Cd's, Manual Books



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Qu. Outline various activities involved in Sales force management.