

Ist Internal Examination-2017

MBA III Sem

Sales Distribution and logistics management (M 322)

Set-A Solution

Q 1.Enumerate steps included in the process of sales management?

Sales management is a business discipline which is focused on the practical application of sales techniques and the management of a firm's sales operations. It is an important business function as net sales through the sale of products and services and resulting profit drive most commercial business. These are also typically the goals and performance indicators of sales management.

The sales management process monitors and measures each staff member's ability to either support sales or do the actual selling to customers. An effective sales management strategy includes setting goals, providing sales support and training, creating or updating the sales strategy, and monitoring results.

1. Goals - Without clearly defined goals, measured over a specific time frame, you will achieve very little. When setting your goals consider your income, lifestyle and requirements. First aim to improve your last years' income by a specific amount, or, if you are new to sales, aim to achieve as close to the top sales person in your team as you can.
2. Prospecting - The level of success achieved by salespeople will always be determined by the number of customers generated, that is other than floor traffic or telephone enquiries generated by your advertising. Put a system in place to regularly find new customers from referrals, past customers etc. Build up your database of loyal customers that you can sell time after time.
3. Qualifying - Qualifying is the factor which has the greatest impact on the management of your time. You have to become skilled in sorting prospects. The greatest stress in your career will come from working with unqualified prospects, be it someone who refuses to buy at a fantastic price or someone who is not ready, willing and able to buy at all.
4. Follow up - This is the first step to the next sale to your customer or to obtaining referrals from them... First a thank you letter, then a 7 day follow up call followed by a call at least every 9 days. This will ensure a steady stream of referrals... All you have to do is ask

Q2. Define salesmanship? also explain the types of salesman?

1. Administrative sales manager:

Administrative sales managers are found normally in highly integrated sales organisations selling multiple lines of products in national and international markets. He is known by alternative titles such as 'vice president', 'in-charge of sales', 'director of marketing', 'general sales manager' and 'marketing manager'. He is primarily concerned with coordination and integration of all the company activities relevant to marketing. He is not an authority on design, engineering, manufacturing and finance; contrary to these, he is an authority on sales and profits. It does not mean, however, that he can be aloof from other departments and their functions. In addition to the crucial task of coordinating marketing with other company activities, he is to coordinate the activities of his own sales organisation within and with outside advertising and sales counsel. He is responsible for sales planning that involves integration of sales personnel, merchandising, advertising and promotion, financing, distribution network.

2. Field sales manager:

The field sales manager or operating sales manager is a line sales executive reporting directly to the administrative sales manager. Operative sales manager works under the direction, guidance and supervision of the general sales manager. He is mainly responsible for the effective implementation of sales plans and policies developed by the administrative sales manager. He is known for personal direction and control of sales personnel and hence, spends major portion of his time in the field supervision of the work of sales-force. Manpower maintenance of the sales organisation is the basic task of this executive. He is to recruit, select, train, supervise, stimulate, evaluate, equip, control and route the sales-force.

3. Administrative-cum-field sales manager:

In case of smaller organizations, we come across such sales manager who combines the functions of administrative and executive sales officer. Generally speaking, administration and field operations cannot go together. However, size and economy points force many units to combine the distinct roles of administration and field operation.

4. Assistant sales manager:

Generally, the administrative sales manager is assisted by Assistant sales manager in the administrative functions of planning, analysis, direction and coordination. He coordinates the work of sales staff that is specialized in advertising, sales-promotion, research, merchandising and dealer relations. He may also handle sales office personnel, records and routine. He acts as the link between the head-quarters and the field-sales-manager at distance. It is not a surprise if he discharges the functions of field sales manager. Thus, he acts as both line and staff officer in the sales organization.

5. Product-line sales manager:

A company that markets variety of products has such product-line sales manager responsible for one or group of products in the product- line. He is also known as product or brand manager. He is responsible not only for sales but also for production, research, product- development, planning, advertising and profit

for the product or the group of products in question. He is to report to the Marketing manager who coordinates the work of several product sales managers.

6. Marketing staff manager:

As the title suggests, the Marketing staff manager is not a line-officer. He is one of the staff specialists who are delegated some of the responsibilities of administrative sales manager. These are the specialists in the areas of marketing research, sales-promotion, merchandising, advertising, sales planning, sales personnel, distributor/dealer relations, sales costs, budget sales finances, traffic, sales office administration and service and the like. These staff managers being non-line officers have no field tasks.

Q3. Describe the different types of personal selling?

The personal selling” and “salesmanship” are often used interchangeably, but there is an important difference. Personal selling is the broader concept. Salesmanship may or may not be an important part of personal selling and it is never ‘all of it. Along with other key marketing elements, such as pricing, advertising, product development and research, marketing channels and physical distribution, the personal selling is a means through which marketing programmes are implemented. The broad purpose of marketing is to bring a firm’s products into contact with markets and to effect profitable exchanges of products for money. The purpose of personal selling is to bring the right products into contact with the right customers, and make ownership transfer.

Type of salesman

Manufacturer’s Salesman: He is employed to sell goods directly to the consumers, wholesalers or retailers. He deals in limited number of products and possesses specialized knowledge about the same. A manufacturer salesman can be of three types.

- (a) Pioneer Salesman: He is primarily concerned with the sale of the new product. He is very competent and creative in his job.
 - (b) Dealer Serving Salesman: He supplies goods of his manufacturer to various dealers. He also imparts training to the salesmen of the dealers.
 - (c) Specialty Salesman: He sells the manufacturer's products directly to the consumers. He usually undertakes costly items like washing machines, televisions and calculators etc. He tells the consumers about the use of the product by giving practical demonstration. He should be expert and well trained in his job.
- (2) Wholesaler's Salesman- He is appointed by the wholesaler and deals with the retailers. He informs the retailers about the availability of various products with the wholesaler and helps them in selecting the articles. A wholesaler's salesman is of two type's viz., indoor and outdoor salesman. Indoor salesman serves the retailers at the wholesaler's premises and supplies them goods, whereas outdoor salesman goes to various retailers in order to collect their orders.
- (3) Retailer's Salesman: He is appointed by the retailer and deals directly with the consumers. He caters to the needs of the consumers both at the retailer's business place and attending the consumers at their place. He also distributes free samples of the goods to the consumers and also gives them practical demonstration of the products. A retailer's salesman can be either creative or service salesman. A creative salesman is concerned with introducing a new product in the market whereas the service salesman is concerned with maintaining the demand of the existing products in the market.

4) Discuss the process of designing the structure of sales organization?

Step 1- Sales Force Structure

Leaders must decide how they will structure their sales force to capture maximum revenue and margin. Direct sales force? Channels? Inside/outside sales hybrid? Something else? They also need to design the roles, including defining what sellers are supposed to produce in each role. It's also critical to think about sales force structure in light of the rest of the organization. How will they partner with marketing?

Step 2 - Sales Compensation

This is a topic near and dear to everyone's heart. Leaders love to jump to sales compensation to fix their problems. While it's certainly a factor in sales force effectiveness, it's just one. Still, compensation has a major effect on who you can hire, who stays, what sellers do (and don't do) on the job, their levels of motivation, and more.

Step 3 - Territory Design

The idea for most sales organizations is to capture all available profitable revenue from the market. The challenge is few sales organizations have the footprint to cover all available buyers. Leaders must apportion territories to help sellers find and win as much profitable business as possible. It's not as simple as assigning geographies, however. When it comes to territory design, leaders must consider industry, expertise areas, approach to strategic accounts, competition, and more.

Step 4 - Territory, Account, and Lead Assignment

The charge here is simply this: getting the right people assigned to the right territories, accounts, and leads, who can deliver the most value and have the greatest success. This one might seem simple, but it's one of the greatest challenges sales leaders face.

II Internal Examination-2017

MBA III Sem

Leadership Skill and Change Management (M 332)

Set-B

Q1. Explain the role importance and functions of sales manager?