

SALES AND DISTRIBUTION MANAGEMENT

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SYLLABUS

- Unit 1

Meaning/ Role/ Evolution/Qualities of mgr/ Sales Management- structure and Distribution Management

- Unit2

Market Analysis and Selling- Forecasting/ Quotas/ Territories and Selling- Process/ Theories/ Skills/ Strategies/ Types

SYLLABUS

- Unit 3

Distribution Channel- channel Partners/ types of system/ Factors affecting choices/ Channel design, policy, conflicts/ Motivation / control

- Unit 4

Performance evaluation, ethics and trends

Sales performance/ KRAs/ Review and Audit

Evaluation and control of channel , ethics and trends.

Ref link - <https://youtu.be/15zI0XcJRaE>

Introduction

- 1) Sales management is to be understood as a subsystem of marketing management.
- 2) The sales manager is the nucleus of sales organization.
- 3) Salesforce is managed by either centralized or decentralized organization.
- 4) The sales organization has different types of organization structures.
- 5) The ultimate aim of every firm is making goods and services available

Distribution channel

- 1) Distribution channel is a route through which products flow from the centers of consumption.
- 2) With the common use of internet marketing, the distribution of products has assumed a different meaning.
- 3) Now products are distributed in record time and the impatience of customers is well dealt with
- 4) Social science has become multidisciplinary.

Definition

- 1) Sales management is *‘the planning, direction, and control of the personal selling activities of a business unit including recruitment, selecting, training, equipping, routing, supervision, paying and motivating as these tasks apply to personal salesforce’* - **American Marketing Association**
- 2) Sales management is *“the management of the personal selling effort in an organization”*
– **Spiro, Stanton and Rich**

Roles of Sales department

- 1) Sales Department is responsible to sell products and services to the needy customers.
- 2) This department interacts with customers, confirms payment options and feeds the marketing process.
- 3) Sales department must ensure to customers pleasant buying experience.
- 4) Retaining customers for continued sales brings to practice how *sales feeds marketing and marketing feeds sales*.
- 5) Sales department looks for opportunity to sell products.

Role of sales department

It can be categorized into the following three activities:

- 1) To design and manage salesforce
- 2) To look after managerial and administrative functions
- 3) To organize sales efforts

1) To design and manage salesforce

- Achievement of salesforce objectives
- Designing sales territories
- Determining size of salesforce
- Managing the salesforce- It includes:
 - a) Recruitment and selection
 - b) Training and development
 - c) Motivating Salesforce
 - d) Compensating Salesforce
 - e) Evaluating Salesforce
 - f) Effective Communication
 - g) Determining sales quota
 - h) Developing selling skills
 - i) Self-preparation
 - j) Assigning duties

2) To look after managerial and administrative functions

- Establishing sales objectives
- Preparing sales policies
- Preparing sales strategies
- Building sales organization
- Establishing sales coordination
- Conducting sales analysis
- Ensuring smooth administration
- Submitting sales reports
- Preparing sales budget

3) To organize sales efforts

- Conducting sales research
- Conducting marketing research
- Handling orders
- Organizing credit sales
- Building relationship
- Preventing wastages
- Improving company image

Thank You!

