

# SALES

## Management

SHAPING FUTURE SALES LEADERS



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## **Introduction**

Marketing and sales management can be identified as the core system of the any business which may lead to build up better customer relationships and it is the way of identifying the target market and target audience while recognizing the customer preferences correctly with forecasting figures as well. Thus each and every organization is trying to establish a better marketing and sales department and a sales team/ sales force itself in order to give the maximum value to its customers as well as potential customers through their continues sales campaigns, advertisings, or innovations etc. marketing cannot be recognized as the process of only selling and buying and it is more beyond on it with including them as well as distribution channels, advertising campaigns, packing storage, product designing , product developments etc. so it is one of the significant function to an organization which may directly affect to generate sales revenue to the organization and this sales revenue is the lifeblood of the company as well.

## **Sales functions**

When it comes to see the sales functions, it can be see that there are several sales functions such as; developing a sales plan and the sales strategies of the organization which may result to the development of the whole business, providing the accurate and reliable sales forecasts to the organization in order to get the correct decisions which are mainly depending upon them, analyzing and interpreting the data which are related with their customers and their interactions within the organization itself, seeking about the customer behaviors, competitors responses and their actions as well as making an effective market analysis, trying to achieve the stated market share of the organization within the specific areas in the market place, making a better customer relationships and a strong customer base within the organization itself, trying to achieve the established sales target while giving the maximum contribution to the potential sales growth of the organization, managing the sales team and organizing the sales training programs within the organization which may ultimately result to enhance the potential sales growth and then the

overall business growth itself.(Ellwood, 2002)Because of that it can be said that it is essential to an organization to have a better marketing and sales division and a team itself in order to accomplish its overall business growth and the growth of the market share of it.

## **Design sales plans**

It is necessary to implement a sales plan to each and every organization as it is the main tool of providing the revenue or the cash flows to the organization. This should have to be aligned with the sales strategies as well as the overall organizational goals and objectives, vision, mission of the organization as well. This is the plan of the organization which may forecast the future cash flows as well as opportunities, sales targets and the efforts of the sales teams etc. thus it is essential to each and every organization to build up a sales plan in order to declare its potential sales growth, cash flows as well as the overall business success in the general meetings of the company. So it can be illustrated a sales plan template as in bellow ;(Ellwood, 2002)

Executive Summary

Organizational Mission

Organizational Vision

Business climate (current & future)

Targets on the Expected Revenues

Resources Allocation

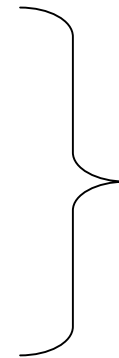
Organizational Key Performance Indicators (KPI's)

Setting Milestones



***Section 01***

Process of Implementation  
The Way of Managing Suspects  
Qualifications on the Suspects  
Major and Minor Clients  
Valuable Opportunities



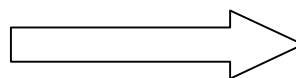
***Section 02***

Sales Team Efforts Measurements  
Prospects  
Activities of Sales  
Processes of Sales  
Sales & Potential Profitability  
Sales Returns  
Members of the Sales Team  
Client support/ customer service



***Section 03***

Final Analysis and Interpretations



***Section 04***

As per the above sales plan template it is clear that each and every organization should have to implement a sales plan itself in order to ensure their potential success and growth. Otherwise it is impossible to an organization to forecast their future revenues and then the growth and the survival of the overall business because the sales or the revenues are the lifeblood of any organization unless there is none survive of the business further more. Thus organization should have to implement a better sales plan itself which may generate huge benefits to the organization in order to establish the other organizational goals and objectives as a whole. Then it may very much easy to get the competitive advantages to the company as well.

## **Create Sales Presentations**

The presentation can be identified as a great opportunity to do a sale effectively and there should be a target audience which is highly flexible as well. This also can be seen as an enjoyable experience which is highly successful than the others. So there are some steps in creating sales presentations as follows;

### **I. Commencing by building a specific goal**

This indicates that what is the goal of this presentation, whether is it aim to make a sale or making aware people about the target product or service while making them interest on it etc

### **II. Deciding the target audience and their expectations**

Here it should be noticed that the customer's knowledge regarding those technologies and their specialist knowledge as well.

### **III. Then it should have to structure the presentation while determining a better phrase which describe that product or service better in order to use for the customers**

- IV. Explain several key points to the customers which may lead to attract the heart of the customers at once
- V. Point out the relevant facts with logical arguments to the customers and always trying to reinforce them to the basic themes of the presentation.
- VI. Providing the written notes to them as the framework of the overall presentation which is only having the key points of the presentation as well
- VII. Giving them to a visual influence by using the power point software or overhead projectors which is highly effective to keep the things very clear in the customer's mind
- VIII. Then it should be better to deliver the presentation by giving an overview and then the main key points and facts with a positive attitudes and body language to the audience which make them inspire to hear those things as well
- IX. After that it should be given the time to ask the questions to the audience which are unclear to them regarding the overall presentation.
- X. Finally it should have to solve those problems which may arise from the audience and then it's better to decide the next step and the time schedules with them as well.

Thus as the above steps, it should have to create a sales presentation in an interest manner to audience while using the presentation skills as well as selling capabilities of the presenter in order to make the audience very clear about the facts as well.

## **Apply Understanding of Good Practices in Sales Force Management**

It should be noticed that there should be better selling practices and behaviors of the sales force management within the organization because they are facing so many ethical issues such as bribery, hard selling, deception as well as reciprocal buying. Many sales persons are facing to these problems and then it is the responsible of the company to establish good selling practices which are ethical in legally as well as morally. As an example, it is not necessary to show the GM ingredients of a modified product in the supermarkets legally, but as per the ethical behaviors and practices of the Greenpeace, it is a great unethical thing which may cause to mislead the customers regarding the safety of the product. So these kinds of ethical practices may reflect the culture and the values and norms of a certain society. Because of that it should have to apply good ethical and legal practices to the sales force within the company itself. They should have to be honest and truthful to the customers when they are dealing with the customers. Some sales persons are saying lies and then mislead their customers by compelling to buy those products as well. So this is very unethical and illegal situation and it may lead to reduce the company reputation as well. As an example the Nestle Company advertised that their dried milk is better to use as breast milk by interpreting their sales women as the nurses, so they are sued by the WHO as the misleading of the people by using sales persons as nurses and giving same idea to the audience that it is medically proven thing other than giving the real message of the breast milk is the best thing then the dried milk powder to feed their children. So this manner, it may become sometime illegal situation as well as unethical situation as per the prevailing cultural norms and practices as well as government rules and regulations. So that it is very much important to the organizations, to train and apply good legal and ethical practices as mentioned in the above to their sales persons or the sales forces while applying understanding of the good practices in sales force management of the organization as well.



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