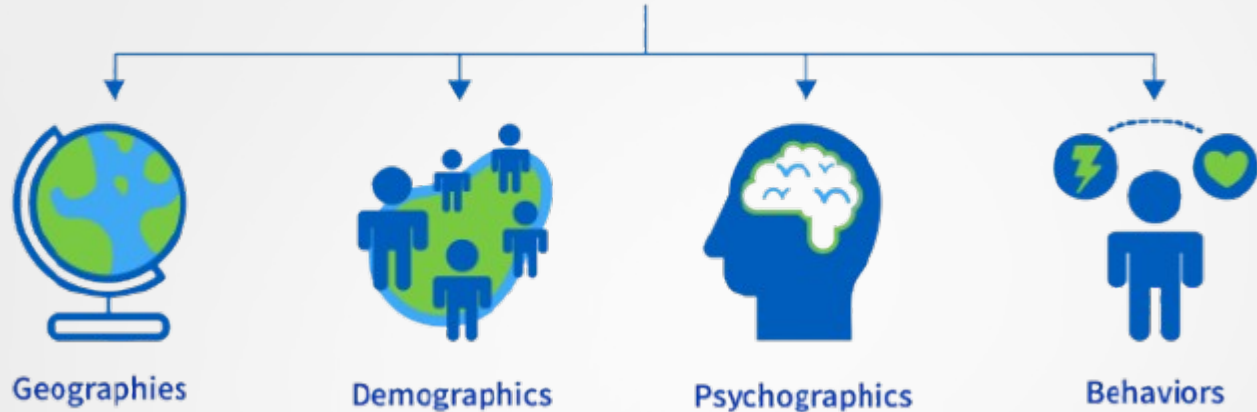


Sales Management

is based on needs, wants, and expectations of customers



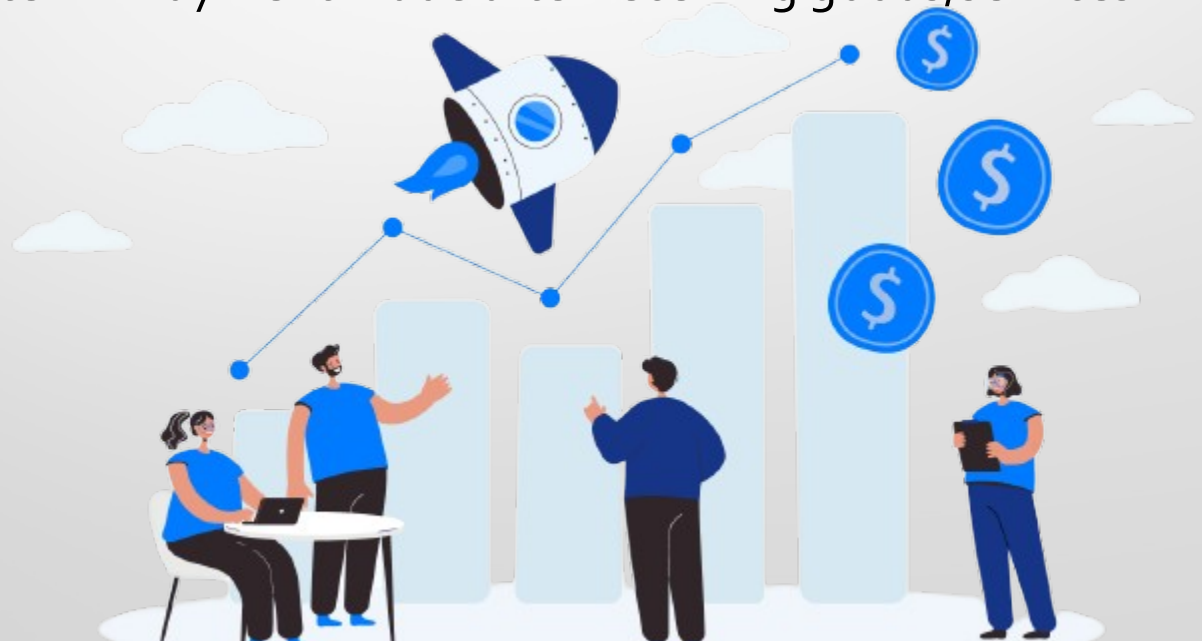
Sales Management

Chapter 1

Introduction to Sales Management

Evolution of Sales

- Three Eras of Sales:
 - Barter System – Direct exchange of goods
 - Money System – Use of money as medium of exchange
 - Credit System – Payment made after receiving goods/services



Evolution Timeline

- Barter System (4000 years ago)
 - Traditional Marketplace
 - Seller's Marketplace
 - Mass Media Marketing (20th Century)
 - New-age & Internet-enabled Marketing (21st Century)

Meaning of Sales Management

- Norman A. Hart & John Stapleton: Organizing, controlling, recruiting, training, motivating salespeople
 - William L. Corn: Planning, directing, implementing and controlling sales programs
 - American Marketing Association (AMA): Managing personal selling activities

Summary of Sales Management

- Marketing Strategy
 - Planning and Directing
 - Controlling
 - Recruiting and Selecting
 - Training and Development
 - Compensation and Motivation



Meaning of Selling

- Selling is a business activity where goods/services are exchanged for money
 - Based on mutual satisfaction



Components of Selling

- Seller
 - Buyer
 - Product
 - Compensation
 - Customer Satisfaction

The complete process of a Sales management system



Importance of Selling

- Importance to Daily Life
 - Importance to Society
 - Importance to Economy
 - Importance to Business
 - Importance to Non-Business Activities

Nature of Selling

- Job Freedom
 - Variety and Challenge
 - Career Advancement Opportunities
 - Attractive Compensation



Types of Selling

- Trade Selling
 - Missionary Selling
 - Technical Selling
 - New-Business Selling
 - Retail Selling
 - Telemarketing

Roles of Sales Management

- Administrative and Managerial Tasks
 - Financial Responsibilities
 - Marketing Responsibilities
 - Sales Activities Coordination

Personal Selling

- Person-to-person communication process
 - Two-way communication
 - Immediate feedback
 - Focus on persuasion and relationship building

Salesperson

- Responsible for prospecting and contacting customers
 - Presenting products
 - Stimulating purchase decisions
 - Providing pre- and post-sale services

Roles of Salesperson (Part 1)

- 1. Prospecting
 - 2. Communication
 - 3. Selling
 - 4. Service
 - 5. Providing Information
 - 6. Persuading



Roles of Salesperson (Part 2)

- 7. Allocation
 - 8. Information Gathering
 - 9. Relationship Building
 - 10. Problem Solving
 - 11. Visiting Customers
 - 12. Customer Retention



Q & A

- Do you have any questions?

