

Is Sales Management Impact the Organisation?

***Dr. Sitaram Sharma**

Abstract

India is the second largest market of the world. After China, India have the second largest population in the world. The other countries always want to establish a good and healthy relation with India as to have a hold on the Indian market .As all other countries want to set up their brand in India for earning maximum profit as the market is large .Sales of the product emphasized on the targeted area on the basis age, sex, demographical area, etc. There are various rules and regulation which have to be followed to enter in the Indian market. The sales is basically refers to selling of goods and services by attracting the attention of people through various advertisement, promotion, etc.

Need to Study

As there are various methods for selling a product by attracting the attention towards the benefits and advantages of the product and services. The business owner gets various opinion after a research of market by data collection. Not only positive aspect attracts but also the negative way of attracting the attention.

Objectives

- To know the how market research is done.
- To study about various techniques to manage the sales.
- To learn various methods used to advertise the product.
- To know how the sales manage in effective way.



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Above image shows up the sales regarding issues. There are various other factors include in sales and that includes both in positive or negative way.

Introduction

In order to understand present, one should have to compare with their past events. As where we want to be in near future, our struggle will help to ascertain the right path of our future objective. In business, the owner also starts from the very starting point for planning, designing and directing the sales force they have hired. But in today's era sales also get to a boarder significance including some more marketing activites such as physical distribution, advertisement, sales promotion, pricing, etc. If the market is surveyed properly then, the producer by understanding the needs and wants of the targeted area of customer according to the product they thought. Identification and understanding the needs of the market plays a crucial role, as their product sell can be increase if the product is as per the need of the market.



Sales Management

"Sales management meant the planning, direction and control of the personal selling including recruiting, selecting, equipping assigning, routing, supervising, paying and motivating, as these task to apply to the personal sales force" -"AMERICAN MARKETING ASSOCIATION".

There are various definitions given by different authors and association. Sales management have a boarder significance.in order to increase the sales volume by directing and controlling the sales force with best strategy and techniques. There are various measures to ascertain the change in the trend and taste and preference of the people whom one want to sell the product and services. Not only in present it helps to forecast future strategy to attain largest share in the market.

Importance of Sales Management

1. **It help to ascertain the estimate of market needs and wants:** From the very starting only company research about the market needs and wants of the target area of the customer.

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2. **It helps to estimate market with the sales potential:** Beforehand the company make out for the the product sales with new techniques.
3. **It contributes to the futuristic goal of the organization:** Sales management contributes to the future goals of the organization.it pre plan about the techniques used to attract more and more customer.
4. **It helps to implement sales plans effectively and efficiently:** As it pre plan the sales objectives for implementation in the market of engulfing the market share.
5. **It enables to forecast and help to take future course of sales operation:** For optimum utilization of techniques to forecast and it is helping in increasing the sales in near future.
6. **It helps to guide the sales force with new techniques and strategy:** By proper planning and directing the sales personnel, they provide guidelines to the sales force for increasing the market share by selling the products.
7. **It enables a company to achieve target in minimum time period:** As it uses various techniques which also include the social media platform so in minimum time it covers large market.
8. **It help in persuading the sales force to engulf the large market share:** It motivates or it encourage the sales force to perform more hard work and dedication can be increased by incentives, bonus, etc.
9. **It covers large population with the use of mass media:** As the market is huge by advertising, sales promotion, etc by different techniques company cover the whole market.

Personal Selling

“Personal selling is the most effective tool at the certain stages of the buying process, particularly in building up buyer’s preferences, conviction and action”. –“PHILIP KOTLER”.

In other words, personal selling meant to be the face to face communication of the seller and the customer who satisfy the condition of the targeted area. Not only selling is main criteria the seller and the buyer builds up the personal and friendly relation. the seller easily specify the advantage and the qualities of the product to buyer and can quickly change the mind to buy the particular product.



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Importance of Personal Selling

1. **Customer attention:** As they meet the customer personally, so that they can attract the customer attention towards the benefits, advantages of the product and make them buy the product and it affects the sales.
2. **Interaction with people:** As they come in direct contact with potential customer they change the mindset of the people towards their goods and services.
3. **Relationship development:** Not only the customer and seller relation but also they interact and convert with good, healthy and friendly relation with the people.
4. **Customer problem:** Their direct contact with the buyer made the customer reliable to talk and share the problem regarding the product usage.

Differentiate Between Sales Management And Personal Selling:

Sales Management: It refers to the planning, controlling and directing the sales force.

Personal Selling: It refers to the face to face communication by the seller and the customer.

SALES MANAGEMENT	PERSONAL SELLING
It refers to the planning, controlling and directing of the sales force.	It refers to the act of engaging the sales force to buy the product by customer.
There is less felicity in the rules and regulation as these are followed strictly.	These norms are changed according to the customer.
It cover huge masses altogether as by advertising or any other form of sales techniques.	Only one or two customer can be handled at one time.
It is very much cost effective.	It is very costly as it covers per person.
It takes comparatively less time.	It cover per person so it takes a lot time.
It ultises the proper use of the mass media	It donot make any use of mass media

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Difference between Sales Management and Salesmanship

SALES MANAGEMENT: It refers to the planning, controlling and directing the sales force.

SALESMANSHIP: It refers to the act or the skill which initiating of selling efforts.

SALES MANAGEMENT	SALESMANSHIP
It refers to the planning, controlling and directing of the salesforce.	It refers to act or skill which initiate of selling effort or act of being employed as a sales-person.
There is less flexibility in the rules and regulation as these are followed strictly.	There is more flexibility as compared to the sales management.
It cover huge masses altogether as by advertising or any other form of sales techniques.	There will be only limited number of person can be contacted at a time.
It is very much cost effective.	Cost is high as compared to the sales management.
It takes comparatively less time.	It requires very less time to cover the market.
It utilises the proper use of the mass media	It makes out the less use of the mass media.

The Sales Organisation

Sales organization is a structure based framework of all human being working altogether specifying the formal authority and responsibility. Sales organization includes both qualitative and quantitative selling objective of the company. For having a sound organization there must be an effective sales executives.

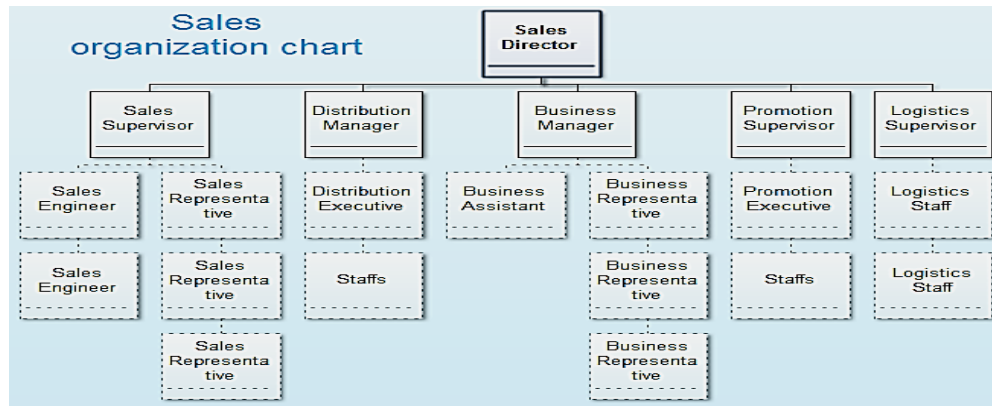
“A good sales organization is one where functions of department have been carefully planned and coordinated towards the objective of pulling the product in the hands of the customers, the whole effort being efficiently supervised and managed so that each function is carried out in desired manner”-C.L.Bolling

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The Following Chart Shows The Hierarchy Which Majorly Followed In Large Organisation:

Sales Organisation Chart:



Conclusion

After surveying this company, I have given the brief introduction of the company. As this company deals in the real estate, and majority of selling the flat above 1 crore. As by surveying this company for about a month, I experienced about the sales department working with the formal authority and responsibility. They have a structural framework of all people working altogether.

HARSH MACRO DEVELOPERS LIMITED is a public company which was incorporated in November 07,2012.It is classified as Non-government company and it is registered at Registrar of Companies. Its authorized share capital are Rs10000000 and paid up capital are Rs1000000.

Majorly its working involves in building of complete construction or parts there of: civil engineering. The Harsh Macro Developer is in active situation and many projects are running on various posch locations of Jaipur.

The last Annual General Meeting of Harsh Macro Developer was held on September 30, 2015 and as per the information of Ministry of Corporate Affairs its balance sheet was filed on March 31,2015.

Projects of HARSH MACRO:

- CREST
- CROWN
- PINNACLE
- CORONATION
- JAYPORE

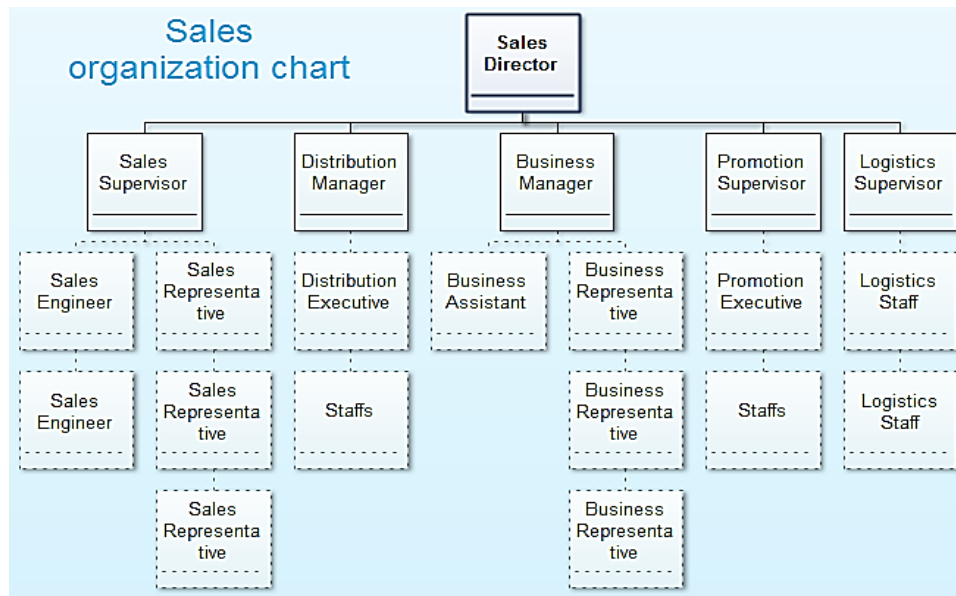
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HARSH MACRO DEVELOPERS is now renamed as **FIRST STONE** There are various key factors of the project undergone such as:

- LOCALITY
- WELL-EQUIPPED
- WELL-FURNISHED
- LONG TERM FACILITIES
- INTERIOR DESIGNS

A Venture of FIRST STONE ,it is an innovative and forward thinking company. Driven by clear and honest communication and commitment to extraordinary services. FIRST STONE make transforms lives and make future ready. FIRST STONE work closely with the consultant from around the world like STUDIO HBO(Singapore) for immaculate interior designs, ONE LANDSCAPE DESIGN LTD.(Hongkong) for hi-end landscaping, IDEAS ARCHITECT(India) for the finest layout .



This is the structural framework of sales department which is followed by HARSH MACRO DEVELOPERS. This is so organized that every employee know about their authority and responsibility about their work. As, I have surveyed the sales department in which the sale

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supervisor encourage and provide positive vibes to its subordinate to achieve their targeted goals in minimum time period. Not only formal they also have informal relation with employees which help them to abolish the afraid of superiority.

The hierarchy is followed from top to bottom for orders as well there is bottom to top for the complaints, suggestion. The Sales Department worked efficiently and effectively to achieve the targeted goals.

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