

# Study of Sales Management Process, Strategies and Resources to Effectively Produce the Desired Objective

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## **Abstract**

In current market scenario the selling has increased coherently and it is the main part on senior management's arrangement in business markets. The sales strategy and its resources provided will bring out effective outcome of the desired objective, but still this research area is under process for business to business sales. Very less is known about how to invoke this process effectively and about the mechanisms of how sales strategy affects the performance on a very large scale sample of salesperson and directors of many sales organizations are working on multilevel structural equation modeling for the transformation on sale strategy on individual level. The sales operation will start when there will be a good team and resources are provided and it is the first step towards filtering sales and creating more leads to its customers.

**Keywords:** Sales Management, Sales Strategies, Sales Modeling and Marketing, Customers and Sales.

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## **Introduction**

In order to deliver best possible value to customers, the sales managers primarily focuses to maximize the profit. Sales Management is thus defined as the process in which a customer relationship is developed using sales forces, reconciling with sales operation and enforcing sales technique to carry out effectively that makes a business to hit the market constantly moreover also help in transcend its sales targets.

To flourish a good business a company need to have sales management process that boost the performance of any size of operation, no matter what kind of industry or work it is. The secret of success is always mainly by sales management process.

Sales Management Process allows the industry to survive in such competitive marketplace. It allows the business and their working members to predict and understand better results, future interpretation and develop a sense of control by three aspects of sales management.

The key aspects of sales management are:

- Sales Operation
- Sales Strategy
- Sales Analysis



Fig 1.1 Key Aspects of sales management

**Sales Operation:** It is building team and also known as backbone of the company and it creates the direct link between producers and the customer. The sales operation team will allow and set the area territories and assign the job accordingly and will also help in setting goals. It helps an organization to run efficiently and effectively and there are many categories under which a sales operation team works as it varies from company to company.

**Sales Strategy:**It is defining as the sales process.It is the series of process which helps company’s product to reach to its users, for any kind of development in account of sale formulation of sale strategy must be made like sale revenue forecasts, sales plan, and proper implementation through recruitment, training, motivation, and supporting sale force. Proper evaluation methods must be done for increasing sale performances.

**Sales Analysis:**It is known as the reporting process, which helps us to understand the current efforts done by sales person and by going through sales reporting one can get to know about the work process and action performed by salespeople and one can also keep track on it, whether it is required to hire more sales person or not.

As from these three key aspects data is collected , it will allow us to figure out the ideal customer, to reach them and serve them faster.

### Methodology

**Model of sales management:** Sales management model is proposed by Jason Jordan and MichdleVazzana

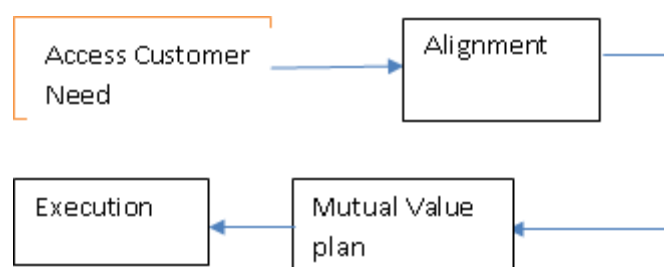


Fig 2.1: Model of Sales Management

**Access Customer needs:** We need to find out the need of the customer whether it is for long term or short term, the business strategy should be build accordingly. If we know about the long term or short term objectives, then it will not only align to the products but also helps in planning in their business strategy. To establish such relationship we surely need to obtain trust and understanding between provider and customer.

**Alignment:** When a good relationship is maintained with the client then we can align our business strategy like rolling new products in line , expanding other areas, increasing number of users , leveraging the contacts in that region that will help us and our client to achieve the objectives.

**Mutual Value Plan:** Client server must plan account to achieve their desire objective. This will not only help the customer but also the stakeholders.

**Execution:** The last step of sales management model is to execute the plan as made to obtain the desired results effectively.



Fig 2.2 The Sales Performance framework

There are 6 key elements on which sales management process works- sales planning,sales strategy, sales organisation,sales force management,sales processes, and culture.

Above Fig 2.2 shows the sales performance framework under which a company must have a planning for its growth.Inner circle part shows about the main key aspects on which performance is enhanced and outer part shows how the sales excellency is achieved and how sales person is developed by developing its competencies.Every key aspects are interconnected to each other like a star hybrid structure.If any one of them is misaligned then whole system will be affected.

**Sales Organisation-** It works with 4 functional units i.sales market development,technical sales, customer care, order inquiry management project business is generally handled by sales market development and technical sales. with the help of customer contact and care and support order inquiry management handle standard business with project business.

Sales Strategy –the company does not only work for basic design but also with its standard and with product extras with full range and various packages. They basically goes for application based product solutions. The sales strategy works with four P framework i.e **Price Strategy** which highlights on the selling the product with a competitive price so that it can provide increased customer service and make people attract towards it. Promotion strategy is for the creating awareness in people for the product. the products must be distributed according to analysis done in market related to it. Sales Management strategy must focus on service packages. The company’s focus on price must go with different approach.

**Sales Force Management**-sales Representative is the key for a customer to identify the brand or the product. It the direct link between the company and the consumer who will buy the product.

Sales Planning and Steering-It can further be divided into three subgroup:planning,reporting and steering concept. It is one of the core elements of the sales management system as it is aligned to all other elements. It affects the bottom line priorities of sales force.

Sales Processes- sales processes works on standardized to a high degree. The sales processes is driven by sales operations and shown a productive increase in last many years. This is handled by sales operation so that company can get maximum desired output. Sales activities in standard are done in the preparation, bidding, and negotiating then further implementing until the leads to transition.

**Culture**-The culture of an organization is assessed using the company framework or the type of the work one company does. The assessment of the culture done with a small size of individual who work at different levels. Thus exposure is provided to all individual fig.1.4 shows the average organizational culture profile.

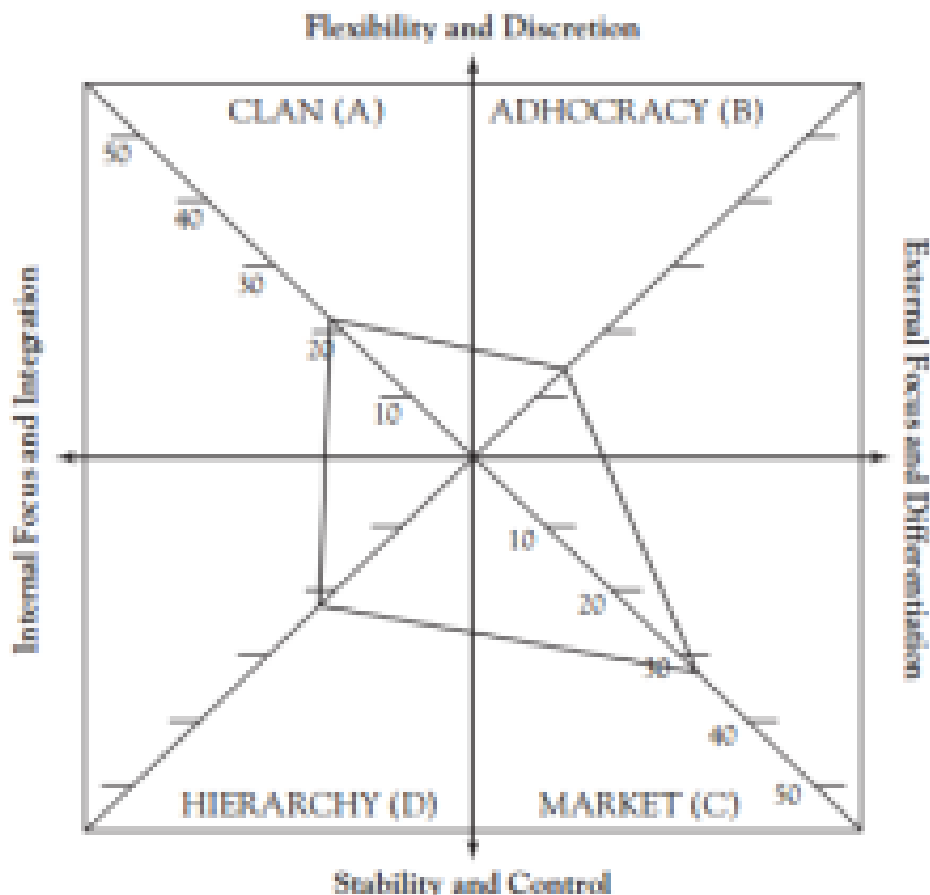


Fig.2.3: The average organisational culture profile

**Synthesis of sales management system**-To form a sales management system for organization should focus equally on daily and project business. As we have already seen that it has six elements which

interdependent on each other. But from methodology view point it has two areas on which its framework works that is sales planning and steering which are managed with four and seven KPIs respectively.

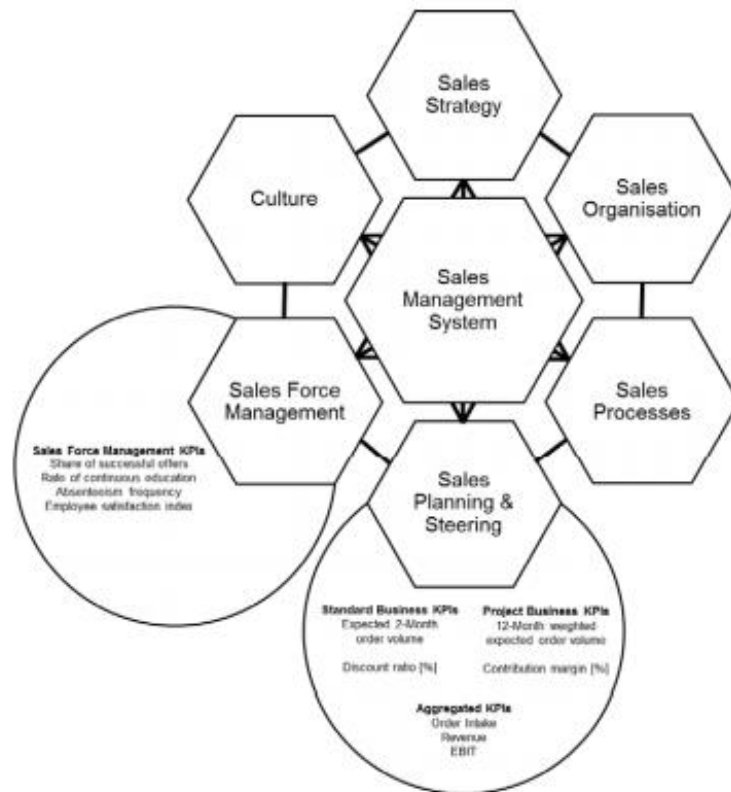


Fig 2.4 Framework for Sales Management system for project business

### Conclusion and Future research

We have seen methodologies for sales management system which equally focuses on standard and project business. The framework for sales planning and steering and sales force management areas are formed. With distinctive KPIs to manage both the business together. In the near future both standard and project business research can be done with the framework provided and it will also help in solving problems dealing.

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