

# **SALES MANAGEMENT PRACTICALS**



## Practical NO : 1

- In many instances organizations do not conduct exit interviews when employees move out of their company.
- An exit interview probably would have offered more scope for understanding what problems employees would have faced which made him/her quit his job.
- Take a sample of 10 working executives who are working in their second or third organization and conduct a survey to find out the reasons for quitting their previous companies.

## Practical : 02

- Sales people often gets rejected by the customers. Which leads to low motivation. Conduct a study among sales representatives to find out the sources of demotivation and identify what kind of training programme be designed for reducing stress levels.

## Practical 03

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- Explain how the application of technology helps in the process of tracking customer in order processing management and this leads to organizations that are far leaner than a conventional sales organization.