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MODULE - 5

OUTLINE:

- ◉ *Sales management job*
- ◉ *Standard sales management process*
- ◉ *International sales management*
- ◉ *International market selection*
- ◉ *Market survey approach or strategy*



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SALES MANAGEMENT JOB

CLASSIFICATION OF SALES JOB

- ◉ Sales Development Job.
- ◉ Sales Support Job
- ◉ Sale Maintenance Job.

CLASSIFICATION OF SALES JOB

- ◉ Sales Development : Order getters
- ◉ Sales Support : Promotional/training
- ◉ Sale Maintenance : Receiving or Delivering the order

SALES MANAGEMENT PROCESS

Formulation of a Strategic Sales Management Programme

The strategic sales programme should consider the environmental issues affecting the business. It should organize and plan the company's overall personal selling efforts and integrate these with the other elements of the firm's marketing strategy.

Implementation of a Strategic Sales Management Programme

It involves selecting appropriate sales personnel, training them, leading them and motivating them. It also involves designing and implementing of policies and procedures that will direct the efforts of the salespeople towards achieving corporate objectives.

Evaluation and Control of Sales Force Performance

It involves developing methods and practices for monitoring and evaluating the individual and group sales force performance. This entails taking corrective steps either in formulation or in implementation of sales programmes to achieve the desired corporate goal.

Figure 1.8 The sales management process

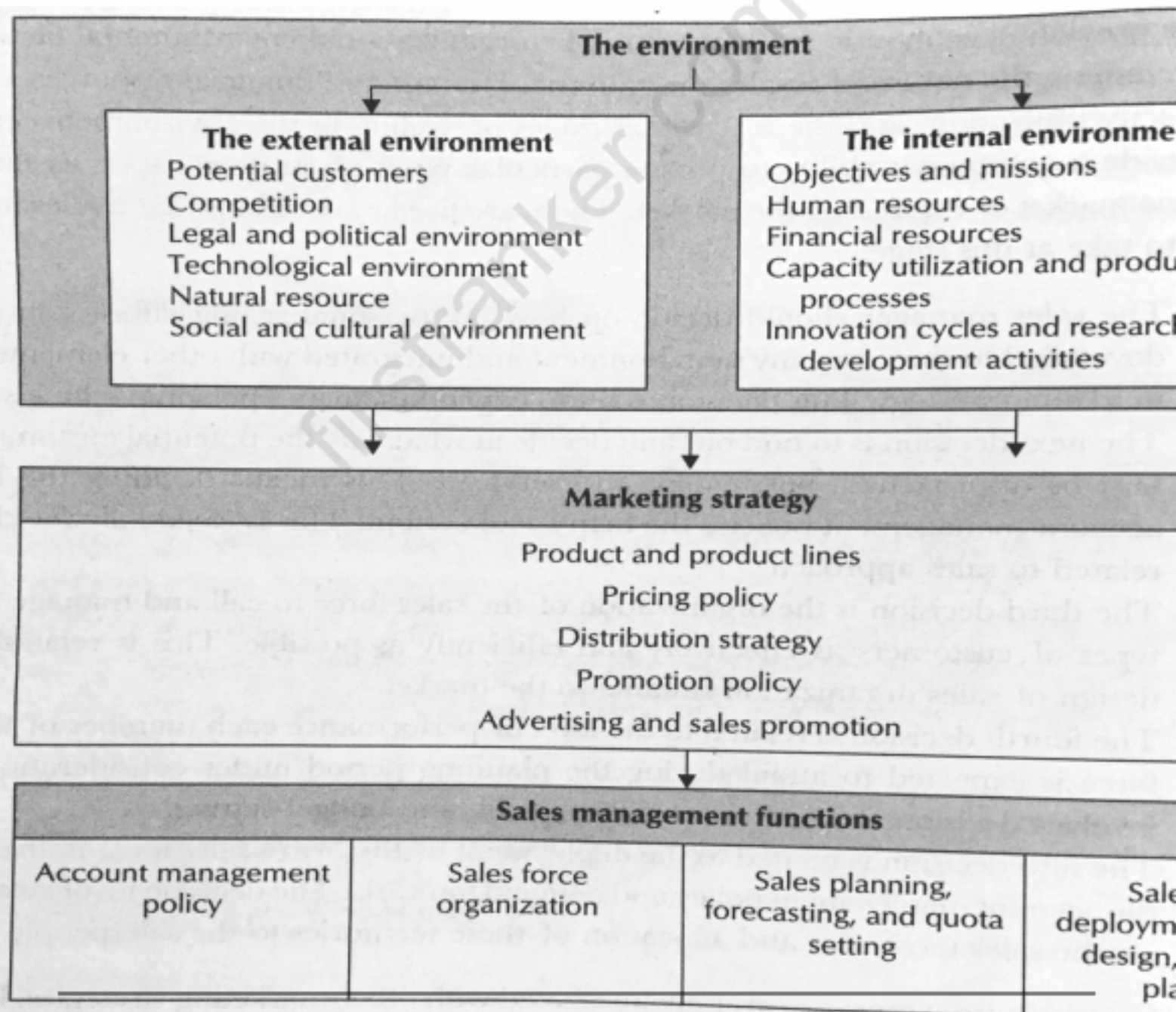


Figure 1.9 Formulation of a strategic sales management programme

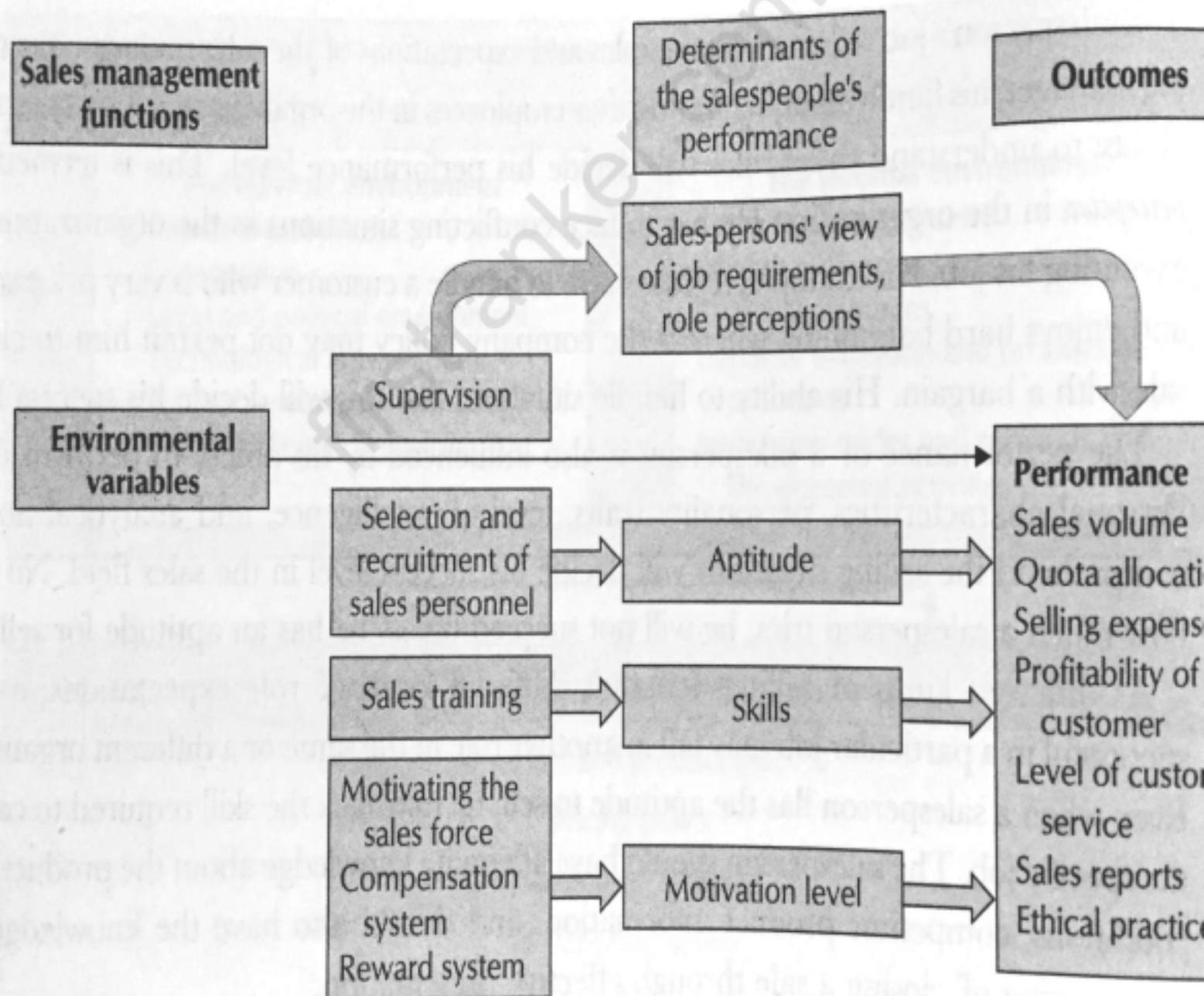


Figure 1.10 Implementation of a strategic sales management programme

THE SALES MANAGEMENT PROCESS

Sales plan formulation

Setting objectives
Organizing the
salesforce
Developing account
management policies

Sales plan implementation

Salesforce recruitment
and selection
Salesforce training
Salesforce motivation
and compensation

Evaluation and control of the salesforce

Quantitative assess-
ment
Behavioral evaluation

INTERNATIONAL SALES MANAGEMENT

ENTRY STRATEGIES IN INTERNATIONAL MARKET

- ◉ Exporting - Direct/Indirect
- ◉ Joint Venture
- ◉ Acquisitions
- ◉ Turnkey operations- Building/ Software
- ◉ Licensing
- ◉ Franchising
- ◉ Strategic alliance
- ◉ Free Trade Zone



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INTERNATIONAL MARKET SELECTION



PROCESS OF INTERNATIONAL MARKET SELECTION

1. Determine International Marketing (IM) Objective
2. Country Identification
3. Preliminary Screening
4. Detailed Investigation
5. Final selection
6. Direct Experience

MARKET SURVEY APPROACH OR STRATEGY

- A market survey is an objective and systematic collection, recording, analysis and interpretation of data about existing or potential markets for a product/service.



FACTORS EFFECTING MARKET SURVEY:

1. Size of the market
2. Pattern of demand
3. Market structure
4. Buying habits and motives of buyers
5. USP of product/ service
6. Past & present trends

SIGNIFICANCE(IMPORTANCE OF MS APPROACH)

- ◉ Cost effective
- ◉ Data collection
- ◉ Accuracy
- ◉ Flexibility
- ◉ Versatility
- ◉ Sample size



PRACTICES IN ISM

1. Recruitment of sales person

- ⦿ Selling approach
- ⦿ Origin of sales person.
- ⦿ Sources of recruitment

2. Selection of sales person

- ⦿ Education
- ⦿ Religion
- ⦿ Ethnic composition
- ⦿ Social classification
- ⦿ Socio- Economic development

3. Training and development of sales person

4. Sales Incentives and compensation

Why companies benefit from selling overseas?

REASONS

- ◉ Trade due to non availability of product
- ◉ Trade due to competitive cost
- ◉ Trade due to product differentiation



ORGANIZATION FOR IS

- ◉ Multinational marketing : It relates to companies whose business interest, manufacturing plants and offices are spread throughout the world.
- ◉ Ex : Ford, coca -cola, microsoft, Macdonalds.
- ◉ International marketing : it covers companies that have made a strategic decision to enter foreign markets.
- ◉ Exporting

CULTURAL ISSUES IN IM

- ◉ Aesthetics
- ◉ Religion
- ◉ Education
- ◉ Language
- ◉ Social organization
- ◉ Political factors- weapon only Govt
- ◉ Cultural attitudes and values
- ◉ Cultural change



Selling In International Markets

- Trade between countries occurs because of the following reasons-
 - A particular product is unavailable.
 - There are cost advantages by buying the product instead of manufacturing locally.
 - The product offered is differentiated from the local product.



Conti.....

- ❑ A company may decide to sell its product in international market due to one or more following reasons-
- It has a good market domestically where growth is limited.
- International market offer large and profitable opportunities.
- The company has excess capacity, which domestic market cannot absorb.



Conti.....

- The company has a considerable cost advantage over its international competitors.
- The company foresees increased competition in the domestic market and seeks to mitigate the risk by diversifying.

SE



Profile of an International Salesperson

- International salesperson need to have the following additional qualities-
- The ability to speak in one or more international languages.
- The ability to adapt to foreign culture.
- The ability to act independently and decisively.
- A pleasant and amiable personality.
- The ability to understand not only the product pricing, but also financing of the sales, the instrument of payment, and foreign exchange.



SHORT ANSWER QUESTIONS

- ⦿ What do you mean by sales management job?
- ⦿ Mention any two reasons to identify the right market for entry.
- ⦿ What do you mean by selling in international market?
- ⦿ Define multinational marketing.



LONG ANSWER TYPE QUESTIONS

- ◉ Describe market survey approach.
- ◉ Mention some of the reasons for individuals firms to be involved in selling overseas.
- ◉ How do you classify sales job? Explain in detail sales management process.
- ◉ Discuss various strategies to enter n foreign market.
- ◉ What do you understand by international market selection? Elaborate the process of international market selection.
- ◉ Explain the practices in international sales management.
- ◉ What are the various cultural issues in international sales management?