

SALES MANAGER AND SALES PERSON

MODULE 6

SALES MANAGER & SALES PERSON

- ◉ The sales manager is the person responsible for leading and guiding a team of sales people.
- ◉ Sales person is a individual who sells goods and services to other entities.

CHARACTERISTICS OF SALES MANAGER

- ◉ Determination
- ◉ Sincerity
- ◉ Integrity
- ◉ Loyalty
- ◉ Courage
- ◉ Industrious- hard worker
- ◉ Self management



TYPES OF SALES MANAGER

1. Administrative sales manager
 2. Field sales manager
 3. Administrative-cum-Field sales manager
 4. Assistant sales manager
 5. Product line sales manager
 6. Marketing staff manager- reserch, promotion
 7. Divisional/Regional sales managers
 8. Branch sales manager
 9. Sales supervisor
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TYPES OF SALES MANAGER

● 1. **Administrative sales manager:**

Administrative sales managers are found normal in highly integrated sales organisations selling multiple lines of products in national and international markets.

He is known by alternative titles such as 'vice president', 'in-charge of sales', 'director of marketing', 'general sales manager' and 'marketing manager'.

2. Field sales manager:

The field sales manager or operating sales manager is a line sales executive reporting directly to the administrative sales manager.

Operative sales manager works under the direction, guidance and supervision of the general sales manager.

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3. Administrative-cum-field sales manager:

- ◉ In case of smaller organisations, we come across such sales manager who combines the functions of administrative and executive sales officer.
- ◉ Generally speaking, administration and field operations cannot go together. However, size and economy points force many units to combine the distinct roles of administration and field operations.

4. Assistant sales manager:

- Generally, the administrative sales manager is assisted by Assistant sales manager in the administrative functions of planning, analysis, direction and coordination.
- He coordinates the work of sales staff that is specialized in advertising, sales-promotion, research, merchandising and dealer relations.

5. Product-line sales manager:

- A company that markets variety of products has such product-line sales manager responsible for one or group of products in the product-line. is also known as product or brand manager.



6. Marketing staff manager:

- ⦿ As the title suggests, the Marketing staff manager is not a line-officer. He is one of the staff specialists who are delegated some of the responsibilities of administrative sales manager.
- ⦿ These are the specialists in the areas of marketing research, sales-promotion, merchandising, advertising, sales planning, sales personnel, distributor/dealer relations, sales costs, budget sales finances, traffic, sales office administration and service and the like.
- ⦿ These staff managers being non-line officers have no field tasks.

7. Divisional/regional sales managers:

- ◉ In all the national organisations, one comes across these Divisional or Regional sales managers.
- ◉ These are also known as District sales managers who are responsible for the delegated sales operational duties on a territorial basis.



8. Branch sales managers:

- ◉ In case of sales organisations that operate branches or local sales offices in major cities of the country, one is to come across such Branch sales managers.
- ◉ Branch sales manager is a line executive responsible for the direction of a small group of salesmen calling on consumers or dealers in the branch area.

9. Sales supervisor:

- ⦿ A sales supervisor is a line sales manager who supervises normally eight to fourteen salesmen.
- ⦿ He is seen in branch sales office of a national sales organisation having branches all over the nation.

ROLE & FUNCTIONS OF SALES MANAGEMENT

- ◉ Planning
- ◉ Staffing
- ◉ Training
- ◉ Leading
- ◉ controlling

ROLES AND RESPONSIBILITIES OF A SALES MANAGER

- ◉ Determining the sales force objectives and goals
- ◉ Finalizing the sales force organization, size, territory, and quota
- ◉ Forecasting and budgeting sales
- ◉ Selecting, recruiting and training the sales force
- ◉ Motivating and leading the sales force
- ◉ Designing compensation plan and control systems
- ◉ Designing career growth plans and building relationship strategies with key customers
- ◉ understand who can perform a particular task
- ◉ Meeting the sales targets
- ◉ A sales manager devises strategies for competitor handling
- ◉ Map potential customers and generate leads for the organization
- ◉ Brand promotion
- ◉ Maintaining and improving relationships with the client.



QUALITIES OF SALES MANAGER

1. Physical qualities

- Good appearance
- Body language
- Sound health
- Pleasing voice

2. psychological or Mental qualities

- Quick action
- Imagination
- Self confidence
- Enthusiasm
- Creative
- Initiative
- Observation

3. Intellectual Qualities

- Mental capacity
- Sound judgment
- Receptiveness
- Ability to teach



RESPONSIBILITIES OF SALES MANAGER

- ◉ Planning sales
 - ◉ Advising management
 - ◉ Selection and appointment
 - ◉ Coordinating and directing
 - ◉ Training the sales force
 - ◉ Allocation of territory and quota
 - ◉ Compensating the sales personnel
 - ◉ Maintaining the sales office
 - ◉ Controlling the sales activity
 - ◉ Studying market conditions
 - ◉ Sales promotion
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SALES PERSON

- ⦿ A sales person is an individual who sells goods and services to other entities.
- ⦿ Success measured on amount of sales done in a particular given time.



CHARACTERISTICS OF A SALES PERSON

1. Sound health
2. Body language
3. Pleasant voice
4. Good appearance
5. Cheerfulness
6. Imagination
7. Initiative
8. Observation
9. Self confidence
10. Memory
11. Sociability
12. Tact
13. Cooperative
14. Courtesy
15. Effective communication
16. Honesty
17. reliability

OBJECTIVES OF A SALES PERSON

1. Building product awareness
2. Creating interest
3. Providing information
4. Creating demand
5. branding



TYPES OF SALES PERSON

1. Manufacturers salesman

- i. Promotional salesman- new product
- ii. Dealers servicing salesman- expand market
- iii. Merchandising salesman- branding
- iv. Specialty salesman

2. Wholesalers salesmen

- i. Outdoor salesman
- ii. Indoor salesman

3. Retailers salesman

- i. Outdoor salesman
- ii. Indoor salesman

4. specialty salesman

5. Industrial salesman

6. Exporter's salesman

ROLE OF SALES PERSON

1. Diagnostic
2. Analyst
3. Information provider
4. Strategist
5. Tactician
6. Change agent



FUNCTIONS OF SALES PERSON

1. Maintaining customer records & feedback
2. Providing service
3. Complaint handling
4. Maintain market awareness
5. Meet bottom line
6. Maintain Relationships with customer
7. Manage a territory
8. Negotiate contracts

REQUISITES OF EFFECTIVE SALES PERSON

1. Knowledge of self
2. Knowledge of firm
3. Knowledge of product
4. Knowledge of competitors
5. Knowledge of customer
6. Knowledge of selling techniques

TIME MANAGEMENT FOR SALES MANAGER AND SALES PERSON

TIME MANAGEMENT

- TIME MANAGEMENT REFERS TO MANAGING THE TIME EFFECTIVELY SO THAT RIGHT TIME IS ALLOCATED FOR RIGGHT JOB.

METHODS OF TIME MANAGEMENT

- ◉ Developing a series of personal goals
- ◉ Preparing a daily to do list
- ◉ Maintaining a planning calendar
- ◉ Using High - tech equipment



TIME MANAGEMENT TIPS FOR SALES MANAGER

- ◉ Plan effectively
- ◉ Communicate clearly
- ◉ Don't accept every problem
- ◉ Find ways to get educated
- ◉ See the team effectively
- ◉ Prioritize the function
- ◉ Set weekly goals

IMPORTANCE OF TIME MANAGEMENT

- ◉ Better market coverage
- ◉ Reduced selling cost
- ◉ Improved customer service
- ◉ Accurate evaluation of sales force personal

SHORT ANSWER QUESTIONS

- ◉ Who is termed as sales manager?
- ◉ How do you define sales person?
- ◉ Define specialty salesman.
- ◉ Define manufacturer salesman.

LONG ANSWER QUESTION

- ◉ What are the features of successful sales manager?
- ◉ Describe the objectives of sales person.
- ◉ Write short note on manufacturers salesmen.
- ◉ Give the requisites of effective sales person.
- ◉ Discuss various types of sales manager.
- ◉ Explain in detail functions of sales managers.
- ◉ Describe the qualities of a salesperson.
- ◉ Write a note on time management. Explain the methods of time management.
- ◉ Give the guidelines for management of time by salesperson.
- ◉ Explain the importance of time management for sales management.