

Points

Sales promotion

Meaning, definition

Sales promotion means a planned activity which force to increase the sales.

As per the A.H.R. Dalence 's point of view" sales promotion means to take necessary steps to increase sales. Many a times, selling efforts are undertaken to effectively co-ordinate advertising and sales management."

Importance, forms (techniques of sales promotion)

Importance from producer's view point

Large scale production benefits, personal relation awareness of customers and the producers can compete with the competition and market as well.

Importance from consumers point of view:

Information about diffinciation of products, price minimization, and living standard also affected as a result.

Sales promotion by salesman

When we want to make sales promotion we have to motivate the salesman by the monetary reward, encouragement, maintain emotional attachment, give written and practical information of sales, market area planning, targets of sales, competition between salesmen's and arrange the sales related programmers'.

Sales promotion by traders and distributors:

The traders and distributors give the suggestion and information for business , related tools practically display of products , internal arrangement, advertisement, sales related training , lectures, discussion , competition, credit sale of products, easy return policy , increase the time period of credit also.

Sales promotion by customers

The customers promoted by many ways is like price minimization, rewards , competition, communicate with customers, display of products, free trail, easy payment policy, advertisement , innovation, clips, complain solution as well.

Sales promotion programme

Sales promotion programme done by the planning of it in this we have to make plan in that have to make goals clear , best use of finance, make proper policy to achieve the target.

Sales promotion of industrial products and services

Sales promotion is an activity used by the industrial marketers to boost the immediate sales of product or service. It is used to increase the sales by impressing the customers rewarding them and also motivating sales force to get more business. Different techniques like a free sample complain solution, free gifts, arranging demonstration exhibition, price reduction etc.

Mechanisms for good sales promotion

It's related with brand positioning, sales point of the product combined with buying motive of the customer and focus on the product becomes much popular. Based on company prestige, category, characteristics, benefit, consumption and time.

Sales promotion strategy

A global environment provides access to emerging markets, which translates into greater sales. Enhancing economies of scale leads to higher volume, resulting that allow unit costs to be reduced, a global sales strategy is used for such a wide angle approach.

Creating a sales plan for expanding into new markets, focusing on existing & potential customers, enabling your sales team to understand its objective and target precisely.

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Sales management

Sales management is the process of developing a sales force, coordinating sales operation and implementing sales techniques that allow a business to consistently hit, and even surpass, its sales target.

Functions:

Planning: it is the task not only to decide what to do, but also to plan this in the agenda and it has to do with foresight it is the first and foremost activity to achieve the desire result .

Organizing: only not assigning activities, but also have the task of allocating these tasks to their respective departments and employees, he also has to organize available resource which suits to the end goal of business.

Staffing: the entire recruitment, selection, and training procedure falls under this staff policy and ensure that the right type of employee is in the right place. It is based on job profile.

Directing: it maintains the controls overall functions but also motivates his employees to best to do their work, encourage them and drive them to take on certain challenges.

Coordinating: to connect different sections and to achieve cooperation, to synchronize different departments and to bring them together with the right end goal of business.

Reporting: it refers to keeping the channels of communication open the ways throughout the organization it helps in reporting the progress of the work to the superior authorities.

Budgeting: finance is the lifeblood of any organization. Appropriate and consistent account of every rupee spent is crucial for the survival and prosperity of organization, accountable for their stipulated usage. If waste spending over runs or fraud the manager is responsible for taking actions.

Sales policy:

Sales policy making is for the good sales and satisfy the customers.

Sales policy framing in three types like distribution policy, price policy and credit policy

In this we decide the market of the sales according to demand of customers also see and take decision of sales and ways or medium of sales and sales condition like discount offers and schemes as well decide in this policy.

Price policy decide for the be stable in the market and fight in the competition and get the reasonable profit from it have to see the competitors price and maintain price relate to it and demand and supply of products in the market also affect customers living standard and product differentiation and discount all affect to this policy.

Credit policy is making for the easy sales and customers convince have to see the economic condition of market , customers and the business also then have to decide the credit time of the credit policy and customers credit into market is affect to it.

Sales force:

A group of functions related to the group of company's sales representatives.

The core objective of it is to maximize the sales and customer satisfaction also wants to achieve.

Structuring the sales force include many functions is mainly focus on salesman its start from selection to distribute work, training remuneration report of work promotion, motivation, encouragement are done in this.

The size of the sales force is depend on two types of methods productivity approach and workload approach in this see that the final result and in second it focus on workload of salesman

The management of sales force is also important as well in two forms in non managerial sales force which include the many type of salesman they are work according to the managerial salesman and help out to them and next is managerial sales force they are mainly from middle level and upper that level salesman's.

Recruitment and selection of salesman, training of salesman, motivation, necessity

Need of recruitment of selection of salesman: when the salesman is less or want to increase the sales need arise of salesman. We have to recruit it for improvement and maintain the business very smooth and easy.

Importance: when business want to increase their sales they have recruit the salesman because without salesman the target and goals of business can't be achieve. They are the mediator in business and customers.

Process : the procedure start from the receive the application of applicant, primary screening of application, then arrange the orientation programme then after make psychological exam and medical examination, take decision of recruitment an check out the references and see the experience and give the permission to supervisor and last but not least is start the work by employee.

Internal and external steps in recruitment

A business can recruit in two different ways.

Internal recruitment is when the business looks to feel the vacancy from within its existing workforce such as transfers, promotions and present employees.

External recruitment is when the business looks to fill the vacancy from any suitable applicant outside the business. Such as advertisement, employment exchange, labour unions, former employees, labour contractors.

Sound selection of candidate and appointment order

After the candidates have been solicited for the job by using various sources of recruitment, the sales manager has to take necessary steps to select the best possible candidates as salesman the main purpose of selection is to find out the right person for the right job in an organization.

Training of salesman: sales training can help aspiring salespeople develop and practice the skills they need to succeed and increase their confidence level.

Training the sales force is important to increase sales volume, improve moral, reduce selling costs, improve relations, enable them to adjust with changing work, improve image of company, and so forth.

Methods and types: some of the modern methods are:

On the job training- this is the most practical method of imparting training to the salesman. This is also known as field training method. Under this method a salesman is practically associated with the job.

Lectures and seminars- this is very informative and effective measure of giving training to many salesman at one time.

Internship training- training programme are carried with the joint efforts of schools, colleges and technical intuitions. Internship training is more theatrical than practical.

Correspondence training- when the companies afford to spend large amount on training, this method can be followed. The trainees are sent required information and guidelines by post.

Meeting and conferences- salesman are invited to attend various conferences and get together which are arranged weekly, fortnight or monthly. They are given ample opportunities to participate in discussions and put forth their suggestions.

Visual training- this method is concerned with using various audio-visual aids like films, television programme and video cassette recorder etc. in order to explain practical steps in training.

Advantages: - increased volume of sales resulting from training is not only advantageous to the company but can act as an incentive to make the salesman work harder and like his job.

Trained salesman can see opportunities in a market which have been previously overlooked.

Training salesman acquire deeper insight into the customer's needs and wants.

Training enables salesman to gain a deeper understanding of the customer's problems and can help solve such problems.

The trained salesman knows his job and therefore needs less supervision and control resulting in a smaller supervision cost.

The trained salesman is less likely to leave the job as he sees many opportunities for advertisement through increased sales and compensation.

Limitation

Waste of time and money, increased stress, too much of theory, loss of interest, leave for new job, time requirements, control of training.

Motivation through sales activity

Motivation through sales conference and sales contests:

A company's sales force is considered the key to its success, sales force must be motivated up on the latest developments in their product industry, educated in the latest sales techniques and will connected with in their product industry and its peripheral industries to perform optimally.

Objective for hosting a sales conference must revolve around the central them and purpose of giving the sales force all the tools it needs to do its job at the highest level possible.

Thus the objective for hosting a sales conference or to motivate and recognize, inform, educate and network the sales staff member as a whole.

Sales contest:

In order to make more sales, you need to find a way to really motivate your team. If you don't have a huge budget to work with that might seem difficult or even impossible to do, but there are some low budget ways you can motivate, your team and innovative great work.

Contests and other for incentives can be a great way to bring your team together and get more done.

Financial stimulation: A financial technique refers to monetary rewards. Incentives are nothing but the incentives provides to employees in order to motivate them. pay and allowances, Incentive pay, Gain sharing, Profit sharing, Stock options.

Non financial stimulation: non financial stimulation does not involve money payment. There are also important in motivating employees as they bring in psychological and emotional satisfaction like, job security, challenging work, recognition, better job titles, opportunities for advancement

Remuneration of salesman, controlling aspects, sales reports, cash memo

Method of remuneration

Important methods used for remunerating a salesman are:

Salary basis: under this method the salesman are paid fixed salary irrespective of the amount of sales affected by them , this is the most common method adopted by various organization.

Commission basis: under this method salesman are paid fixed percentage of sales by way of commission.

Salary and commission (mixed method) basis: this is the combination of first two methods. A salesman is ensured a fixed salary and fixed percentage on sales is also guaranteed provides higher incentives and increased remuneration.

Controlling aspects of salesman:

Control of salesman is the process of establishing the standards of performance for the salesman, measuring their performance, interpreting it and taking corrective actions, wherever necessary, so as to improve their performance.

It helps to increase the efficiency of the sales force on contributes to increase sales & contribute to the organization by reducing its selling expenses.

Methods of control over salesman:

- Personal contact and inspection
- Control through correspondence
- Establishing control through reports and returns.
- Fixing sales territories and sales quotas.

Controlling process:

The control process of management ensures that every activity of business is furthering its goals. This process basically helps manager in evaluating their organizations, performance by using its effectively, they can decide whether to change their plans or continue with them as they are :

- Establishing goals and standards.
- Measuring actual performance against goals and standards.
- Taking corrective action.
- Following up on corrective action.

Sales reports of salesman:

A sales report or sales analysis report gives an overview of the state of the sales activities within a company; it shows the different trends happening in the sales volume over a certain time, but also analyses the different steps of the sales funnel and the performance of sales executive. Snapshot of the company exercise. The situation and determine the best decision to make and the type of action to overtake.

Purpose of sales report: the purpose of the report is to keep you informed about the level of activity taking place within the sales organization and to make sure that each sales person is making or exceeding the production standards you have established.

Sales manual: sales report describes the records of all the calls which have been made and products that have been sold during a particular time from by a salesperson or the management.

Orders: orders represent closed sales, revenue is calculated using order data, and margins are calculated using order data and cost of sales data.

Cash memo tour diary: a report is commonly used for recording business travel expenses such as transportation, food, lodging and miscellaneous expenses.

A report can also be used to document any business expenses for which an employee needs to be reimbursed.

Daily & periodical report:

Daily activity report can also be designed to record information concerning time of first and last calls, time spent in each call, in call actually, contact made, objective, order received mileage, use a time.

Periodically report it may be weekly, monthly, quarterly or yearly.