Teaching Notes Airlines Sales Strategies

Course description

Sales and marketing goals. Strategic sales targets and key buying influences. Anticipate customer responses. Managing resources at both the strategic and tactical levels. Plan for managing each sales process, selling style for long-term customer relationship. Review a sales transaction. Prepare and plan for sales call. Delivering effective presentations.

Developing Student's Learning Outcomes

1. **Morals and Ethics**

1.1 Morals and Ethics to be developed

(1) Be able to deliver or to complete a required task at the appointed time.
(2) Be able to do the right thing according to the values, beliefs and principles they claim to hold.
(3) Be able to make decisions in business according to moral concepts and judgments.

1.2 Teaching Strategies

(1) The team of students will help to remind other team members to be on time.
(2) Provide an example of integrity in classroom such as no plagiarism.
(3) Provide a case study that explains airline business ethics.

1.3 Assessment Strategies

(1) Class attendance, class participation and behavior in class.
(2) Students are able to apply their knowledge in practice i.e, sale strategies exhibition.
(3) Evaluate from students responsibilities on their contribution on group project.

2. **Knowledge**

2.1 Knowledge to be developed

(1) Understanding the airline business theories and important case studies taught.
(2) To be able to provide an analysis and provide the solution to real world problems
(3) To be able to use airline business knowledge integrated with other disciplines.

2.2 Teaching Strategies

(1) Use case studies analysis learning
(2) Use cooperative learning techniques.
(3) Practice and implement sales tools.

2.3 Assessment Strategies

(1) Test, midterm examination, and final examination.
(2) Self – study and task assignment that sharing to the class.
(3) The ability to solve problem, create a rapport and calculate sales figures.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

(1) The ability to gather and summarize information, and conduct research.
(2) Self- study and sharing information to the class
(3) The ability to solve problems from case studies.

3.2 Teaching Strategies

(1) Group presentation
(2) Participation in competitions
(3) Problem base learning

3.3 Assessment Strategies

(1) Evaluate individually and group project
(2) Class activities and discussion and personal involvement

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

(1) Be able to communicate in English
(2) Be able to use English to solve airline business problem regarding safety management system.
(3) Initiate some airline safety management ideas and have leadership.

4.2 Teaching Strategies

(1) Allow students with work in unfamiliar situation with new team members…
(2) Practice safety awareness and encourage / communicate with people concerned
(3) Use proper business English to communicate in class and with lecturers.

4.3 Assessment Strategies

(1) How students participate in team work.
(2) How student use English regards safety management on their presentation

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

(1)) Be able to use basic ICT skills and apply them to sales strategies
(2) Be able to use statistics and mathematics to solve business problem.
(3) Be able to use ICT in the work place and apply numerical analysis in communication airline and customers concerned.

5.2 Teaching Strategies

(1) Use case studies and allow students to implement their knowledge of statistics and mathematics to sales strategies
(2) Develop the learners with essential opportunities to enhance learning concepts and process for sales strategies
(3) Integration for group learning, and learner-oriented learning management. Discussion and presentation.

5.3 Assessment Strategies

(1) Evaluate the correct application of statistics and mathematics to analyze case studies
(2) Evaluate students' ability to present their project or exhibition
(3) Evaluate students' ability to use computer do their project.

UNIT1:
INTRODUCTION TO SALES STRATEGIES.

- What is sales?
- Concepts of utility persons
- Roles of sales business

Topics

- Sales and Marketing
- Selling Concepts
- Theories of Selling
- The Basic Sales Cycle
- Sales Force management

1.1 Key terms

- Achieve, achievable = to complete sth by hard work and skill.
- Profit = the money that you make when you sell sth for more than it cost, make a profit on…….
- Firm = a business or company
- career = the series of jobs that sb has in a particular area of work
- Overcome = to manage to control or defeat sb/sth
- Primary
- Typical
- Represent
- Achieve, achievable = to complete sth by hard work and skill.

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- Primary
- Typical
- Represent

1.2 Definition of Sales Management
The planning, organizing, leading and controlling of personnel contacts programs designed to achieve the sales and profit objectives of the firm

Who has experience on selling something?
How many of you are interested in a sales career?

"Everyone lives by selling something." - Robert Louis Stevenson
Every person sells something whether it is in the form of product or service.

1.3 Overcoming Sales Fears
What are the typical fears you have of sales?
What is the primary purpose of selling?
What is the most important skill a salesperson can have?
Why?
an effective link between the company and its customers to produce customer value and company profit by:
Representing the company to customers
Representing customers to the company
Working closely with marketing

1.4 Personal Selling Involves person-to-person communication with a prospect. It is a process of developing relationships; discovering needs; matching the appropriate products [and services] with those needs; and communicating benefits through informing, reminding, or persuading."

Sales Management

Sales management refers to the administration of the personnel (sales force) selling a company's product line(s). It includes the planning, implementation, and control of sales programs, as well as recruiting, training, motivating, and evaluating members of the sales force. Sales management is important to any business because the sale of its products and/or services, and the resulting profits of those sales, makes (or breaks) that organization.

Many sales managers join the Sales Management Association, a globally recognized professional organization whose express mission is to support and promote sales operations and sales management. Its website (http://salesmanagement.org/) stated, "We promote professional development, peer networking, best practice research, and thought leadership among professionals who support, manage, coach, and lead sales organizations."

1.5 Sales Force management

The goal of supervision is to help salespeople work smart by doing the right things in the right ways

The goal of motivation is to encourage salespeople to work hard and energetically toward sales force goals

In a small business, many sales-management functions may be performed by the owner of a business or by its sales manager. The fundamental role of the sales manager is to develop and administer a selling program that effectively contributes to the organization's goals. The sales manager for a small business would likely decide how many salespeople to employ, how best to select and train them, what sort of compensation and incentives to use to motivate them, what type of presentation they should make, and how the sales function should be structured for maximum contact with customers.

Sales management is just one facet of a company's overall marketing mix, which encompasses strategies related to the “four Ps”: products, pricing, promotion, and place (distribution). Objectives related to promotion are achieved through three supporting functions: 1) advertising, which includes direct mail, radio, television, Internet, and print advertisements, among other media; 2) sales promotion, which includes tools such as coupons, rebates, contests, and samples; and (3) personal selling, which is the domain of the sales manager.

Although the role of sales managers is multidisciplinary in scope, their primary responsibilities are: 1) setting goals for a sales force; 2) planning, budgeting, and organizing a program to achieve those goals; 3) implementing the program; and 4) controlling and evaluating the results. Even when a sales force is already in place, the sales manager will likely view these responsibilities as an ongoing process necessary to adapt to both internal and external changes.

UNIT 2:

Sales Strategies and Personal Selling

Learning Objectives

- After study this chapter, students should be able to:
- Discuss the role of salespeople in creating value for customer and building customer relationships.
- Explain the characteristics of salespeople
- Discuss the personal selling process

2.1 Personal Selling

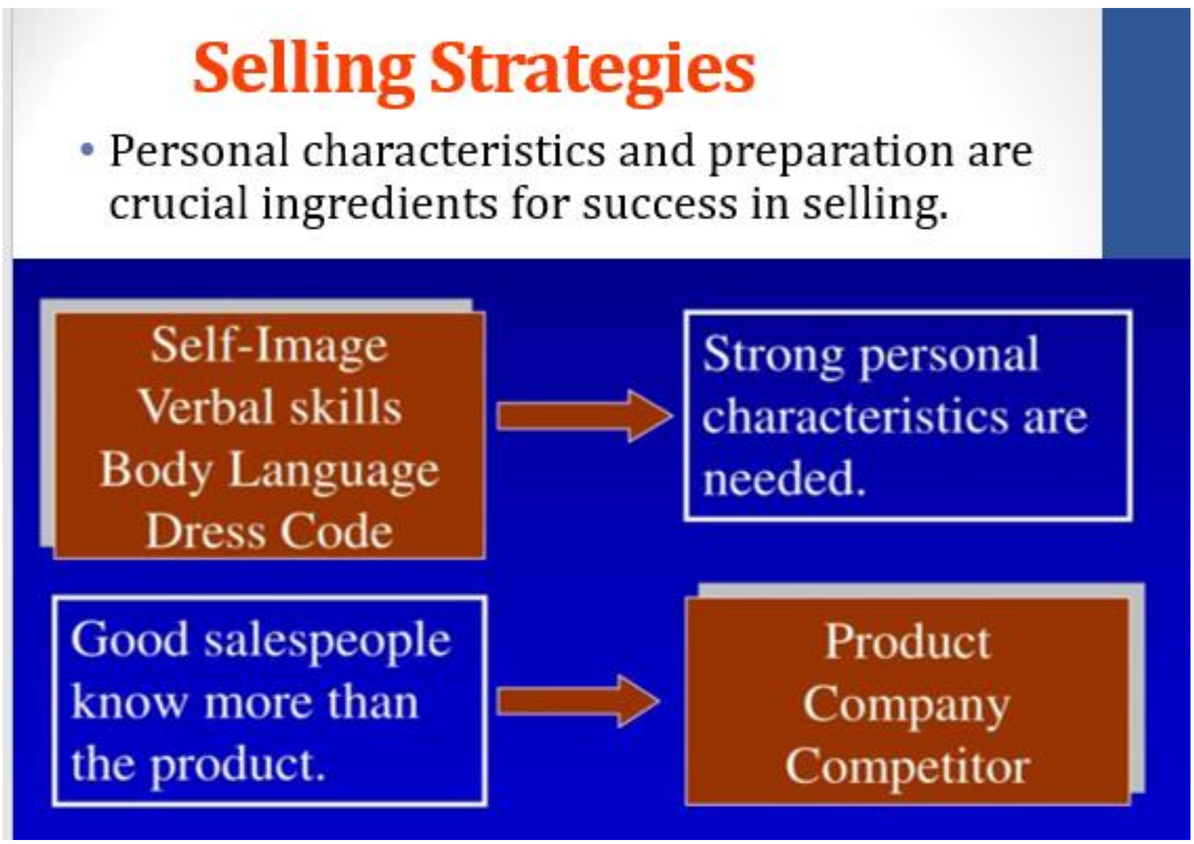
Personalized communications that involves a seller presenting benefits of a product to a buyer." Personal selling plays a key role in customer relationship management programs.
Interpersonal interactions with customers and prospects to make sales and maintain customer relationships.

Today's salesperson is usually a highly-trained professional
Sales professionals take a customer-oriented approach employing truthful, non-manipulative tactics in order to satisfy the long-term needs of both the customer and the selling firm
Today's professional salespeople are problem solvers who seek to develop long-term relationships with customers

2.2 GOAL SETTING

Goal setting is usually based on a company's overall sales goals, modified by the mix of products to be moved. Overall sales goals must be met, of course, but balance must also be maintained. With a company that makes three different types of boats, for instance, in which the highest-priced model has the highest profit margins, the goal will be structured to move as many of the highest-priced models as possible.

Balance between regions also enters the goal-setting process. Boat sales to some regions may be more difficult (because of far fewer lakes) but necessary to maintain the company's total volume. If multiple lines are sold (tenting and trailers, for example), different goals will apply to each category. Goal setting will depend on product mix. In the usual case, past history will be a guide, and goals will be set in light of that history, and desire to change past performance, by lifting all sales, high-margin sales, creating sales for new products, and so forth.



2.3 ROLES AND RESPONSIBILITIES OF SALESPEOPLE

MAKING EFFECTIVE SALES PRESENTATIONS IS THE CORE OF THE JOB, BUT MUCH TIME IS SPENT ON RELATED ACTIVITIES.

- GATHER MARKET INFORMATION
- SOLVING CUSTOMERS PROBLEMS
- LOCATING (NEW) AND MAINTAINING (CURRENT) CUSTOMERS
- PROVIDING FOLLOW-UP SERVICE

TOOLS TO SUPPORT SALES PEOPLE

2.4 PLANNING, BUDGETING, AND ORGANIZING

After goals are set, the sales manager may accept, or be required to modify, the general approach to sales in the current year. Both ongoing patterns and new ones require budgeting and, occasionally, changes to the organization. Fundamental structural issues are involved, such as the distribution channel, the forces to be deployed, and the sales program (incentives, pricing schedules, cooperative advertising programs, etc.) that will be used.

A company, for instance, may be engaged in making a transition from direct sales using its own sales branches as distributors to using independent distributors. The planning process in the first year may involve finding and starting three new distributors, closing two company branches, and relocating its best salespeople. In another operation, the goal may simply require adding four new salespeople and training them.

In yet another case, the company may have decided to distribute some of its production through a "big box" retail chain, thus creating ill-will among its servicing retailers. As a consequence, the company decides to offer the retailers a more attractive sales program, higher co-op advertising participation, and high discounts on four occasions if they hold seasonal sales. Finally, in yet another case, no big changes are in the offing, but budgets must be formulated anyway, retiring salespeople replaced, and programs launched in the past continued.

For start-ups, of course, the sales organization must be built from scratch after its general structure has been determined. In such situations planning, budgeting, and organizing take on rather formidable dimensions. The ideal approach is to concentrate on hiring the best possible salespeople, bringing them on board as rapidly as possible, and then using them to help with the process.

2.4 **Implementation.** Implementation of the plan will have different emphases depending on whether the operation is up and running or required to be built or rebuilt. Recruiting, training, and setting compensation are primary implementation activities of start-ups or expansions. Designing sales territories, and assigning sales goals to each, are also primary implementation activities.

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UNIT 3:

INTRODUCTION TO PERSONAL SELLING

Topics
- Introduction
- Defining sales management
- Construction of sales programs
- From hard selling to consultative selling

LEARNING OBJECTIVES

By the end of the lecture,

- students should be able to
- Understand the types of selling relationships that firms seek.
- Select the selling strategy needed to achieve the desired customer relationship.

3.1 Customer Relationships

all marketers are interested in developing stronger relationships with large customers.

Why?

Because serving one large customer can often be more profitable than serving several smaller customers

Customer relationship management definition

Overall process of building and maintaining profitable customer relationship by delivering superior customer value and satisfaction

Essential of Customer relationship management

Trust: confidence and security in any relationship built when they experience flawless and satisfied motives between each other.
Commitment: there exists mutual trust and two parties share each other's values. in a committed relationship both the supplier and customer.
Capture value customer
Focus on value
Compete on value not price
Look through your customers eye
Make your customer successful
Reduce cost
Give them something extra
Create customer loyalty and retention
Build customer equity
Build the right relationship with the right customer.

- Strangers show low potential profitability and little projected loyalty.
- In serving "strangers" the seller should make sure it makes profit from every transaction and make no investment in loyalty.
- The relationship management strategy is simple. **Don't invest anything in them.**

UNIT 4:

THE PERSONAL SELLING PROCESS

Topics

- Introduction
- Stages of the personal selling process
- Characteristics of personal selling
- Functions of personal selling
- Creating a climate for selling

4.1 Concept of Selling

Selling is a one of primary function of marketing that involves determining needs of customers and wants and aims at responding through planned, personalized communication that influences decision making of customers and provides more opportunities of business in future.

The scope of selling involves the following activities:

To generate sales; involves planning the sales, making presentations, handling objections, closing the sale; deliver the products

To provide services to customers: provide consultancies, repairs and maintenance, checking inventories, providing merchandise assistance

- Agents/Brokers

individuals or companies that act as agents of the manufacturing

to represent the producer to the customers

not own (or take title of) the product directly but they take possession of the product in the selling process.

make their profits through fees or commissions.

- Wholesalers take title (ownership) of the goods and services that they are selling. That means that they own the products that they sell. Wholesalers do not work with small numbers of product: they buy in bulk, and store the products in their own warehouses
- Distributors similarly to wholesalers in that they take ownership of the product, store it, and sell it off at a profit to retailers.
- Retailers are experts in marketing, sales, merchandise inventory, and knowing their customers. They purchase the goods from the manufacturers at cost and market them to consumers at retail prices

4.2 What is KYC?

Who Is a Customer?

A customer is an individual or a company that purchases goods from another store to either keep it or sell it. Customers are an integral part of any company since they're the driving force for organizations to manufacture, advertise and sell their goods. Without customers, there is no one to transact business with.

What Is the Difference Between a Customer and Consumer

Though the words customer and consumer sound similar, the meaning behind the two terms is slightly different. While customers are individuals (or businesses) who buy and pay for other company's products or services, they don't necessarily have to become users of those goods.

A gift, for instance, is usually bought by one person (a customer) and used by the other (a consumer).

As much as these are the customers who are of primary interest to retailers (as they generate income), the consumers' role is no lesser – they can share valuable insight about the overall experience with products and provide the necessary feedback for company owners to introduce changes to goods and increase customer satisfaction.

Remember, before you try to improve something, you need to relevant choose metrics. See how to measure customer satisfaction.KYC (Know Your Customer) is today a significant element in the fight against financial crime and money laundering, and customer identification is the most critical aspect as it is the first step to better perform in the other stages of the process.

The global anti-money laundering (AML) and countering the financing of terrorism (CFT) landscape raise tremendous stakes for financial institutions.

International regulations influenced by standards like The Financial Action Task Force (FATF) are now implemented in national laws encompassing strong directives like AML 4 and 5 and preventive measures like "KYC" for client identification.

A definition of KYC and eKYC and discover how advanced ID verification systems can better support KYC processes.

- Know Your Customer
- Process to obtain infor. about Cust.
- Periodically update KYC details
- Understand Cust and their financial/ able to Serve

KYC can prevent

- ID theft
- Financial fraud
- Money laundering
- Terrorists financing

4.3 Types of Customers

4.3.1 Ready to buy customers or need based customer

CUSTOMERS driven by specific need and have a sense of urgency.

CUSTOMERS have an idea regarding their needs based on their prior knowledge of something they need to purchase

Salespeople- find out what the specific requirement is and how to meet.

SALESPEOPLE to gain customer confidence so that he becomes your repeat customer

Once you are able to understand the client's needs, he will become your customer.

4.3.2 Potential customers:

CUSTOMERS gathering information or doing window shopping. CUSTOMERS not in a hurry to purchase.

SALESPEOPLE present few positive features or points about the products, customer can develop a sense of interest and then can and make a purchase of the product or sign

Large nu of these customers visit store while they make up the smallest percentage sales

4.3.3 Repeat customer or loyal customer

CUSTOMERS regularly uses company's services and purchases its products.

important for the organization, (life blood of the business) so they deserve due respect,

satisfied with your dealings on the first visit, they return for more services or products.

SALESPEOPLE satisfy their needs, he will come to you again. He will be called a repeat customer.

R= it can take up to 5 times more work to replace such a loyal customers' as it would be simple continue to service them well enough to keep them intact.

O=focus on loyal customers and expand the product range to retain loyal customers.

4.3.4 Sales and Discount customers

CUSTOMERS always shop for the best deal on items they want to purchase.

CUSTOMERS Check information. pay attention to local dealers.

CUSTOMERS always conduct price comparisons on line before going to the store to purchase.

CUSTOMERS purely based upon the size of the markdown in a sale at any given time.

It has become quite popular in Malls, Big Department Stores and Big Bazaar in the metropolitan cities as well as in other cities and towns in India

4.3.5 Impulse buying customers

C= decision only upon whims/ impressive sales presentation by a skilled salesman.

S= good presentation about the product or service can inspire the customer to purchase the product or service.

C= take decision on the spot for some reason that product(s) seems good to them at that point of time for no need based upon.

O=store will always like to serve. There is nothing more exciting than to assist an impulsive shopper having responded favorable to our sales presentation or recommendations.

Unit 5

Introduction to Sale force development

Recruiting. Recruiting salespeople ideally requires understanding of the customers and the market, not least its physical aspects; travel time needed to reach targeted points; and the type of selling involved. Experienced sales managers typically bring such skills to the job or, if brought in from a different field, will make some preliminary field trips to become familiar with the new area.

The manager may seek candidates through advertising, college recruiting, company sources, and employment agencies. Another excellent source for finding salespeople is other
salespeople. Sales recruiting has special characteristics difficult to describe in analytical terms, especially in the small-business environment where relationships tend to be closer. Indeed, in all areas of sales, managers rely a great deal on their experience to find people who have the special knack needed for their business.

Generalizations are dangerous, but good salespeople have good communications skills, enjoy human contact, are disciplined, can tolerate rejection with good humor, respond well to rewards, and have a high level of energy. In technical sales, an engineering background is often required in addition to favorable personality traits.

Training. After recruiting a suitable sales force, the manager must determine how much and what type of training to provide. Most sales training emphasizes product, company, and industry knowledge. Only about 25 percent of the training program from the average company, in fact, addresses selling techniques. Because of the high cost, many small businesses try to limit the amount of training they provide. The average cost of training a person to sell industrial products, for example, commonly exceeds $30,000.

However, sales managers can achieve many benefits with competent training programs. For instance, research indicates that training reduces employee turnover, thereby lowering the effective cost of hiring new workers. Good training can also improve customer relations, increase employee morale, and boost sales. Common training methods include lectures, cases studies, role-playing, demonstrations, on-the-job training, and self-study courses. Ideally, training should be an ongoing process that continually reinforces the company's goals.

Compensation. After the sales force is in place, the manager must devise a means of compensating individuals. The ideal system of compensation reaches a balance between the needs of the person (income, recognition, prestige, etc.) and the goals of the company (controlling costs, boosting market share, increasing cash flow, etc.), so that a salesperson may achieve both through the same means. Most approaches to sales force compensation utilize a combination of salary and commission or salary and bonus. Salary gives a sales manager added control over the salesperson's activities, whereas commission provides the salesperson with greater motivation to sell.

Although financial rewards are the primary means of motivating workers, most sales organizations also employ other motivational techniques.
Good sales managers recognize that salespeople have needs other than the basic ones satisfied by money. For example, they want to feel they are part of a winning team, that their jobs are secure, and that their efforts and contributions to the organization are recognized.

Methods of meeting those needs include contests, vacations, and other performance-based prizes, in addition to self-improvement benefits such as tuition for graduate school. Another tool managers commonly use to stimulate their salespeople is quotas, which are proportionate shares or quantities that should be reached within a stated period. Quotas, which can be set for factors such as the number of calls made per day, expenses consumed per month, or the number of new customers added annually, give salespeople a standard against which they can measure success.

Allocating Sales Efforts. In addition to recruiting, training, and motivating a sales force to achieve the company's goals, sales managers at most small businesses must decide how to designate sales territories and allocate the efforts of the sales team. Territories are geographic areas assigned to individual salespeople. The advantages of establishing territories are that they improve coverage of the market, reduce wasteful overlap of sales efforts, and allow each salesperson to define personal responsibility and judge individual success. However, many types of businesses, such as real estate and insurance companies, do not use territories.

Allocating people to different territories is an important sales management task. Typically, the top few territories produce a disproportionately high sales volume. This occurs because managers usually create smaller areas for trainees, medium-sized territories for more experienced team members, and larger areas for senior sellers. A drawback of that strategy, however, is that it becomes difficult to compare performance across territories.

An alternate approach is to divide regions by existing and potential customer base. A number of computer programs exist to help sales managers effectively create territories according to their goals. Good scheduling and routing of sales calls can reduce waiting and travel time. Other common methods of reducing the costs associated with sales calls include contacting numerous customers at once during trade shows, and using telemarketing to qualify prospects before sending a salesperson to make a personal call.

CONTROLLING AND EVALUATING

After the sales plan has been implemented, the sales manager's responsibility becomes controlling and evaluating the program. During this stage, the sales manager compares the original goals and objectives with the actual accomplishments of the sales force. The performance of each individual is compared with goals or quotas, looking at elements such as expenses, sales volume, customer satisfaction, and cash flow.

An important consideration for the sales manager is profitability. Indeed, simple sales figures may not reflect an accurate image of the performance of the sales force. The manager must dig deeper by analyzing expenses, price-cutting initiatives, and long-term contracts with customers that will impact future income. An in-depth analysis of these and related influences will help the manager to determine true performance based on profits.

For use in future goal-setting and planning efforts, the manager may also evaluate sales trends by different factors, such as product line, volume, territory, and market. After the manager analyzes and evaluates the achievements of the information is used to make corrections to the current strategy and sales program. In other words,
the sales manager returns to the initial goal-setting stage.

.PROMOTIONS

Consumer promotions take a variety of forms, including price deals, contests and sweepstakes, special events, premiums, continuity programs, and sampling.

Price Deals. A consumer price deal saves the buyer money when a product is purchased. The main types of price deals include discounts, bonus pack deals, refunds, and coupons. Price deals are usually intended to encourage trial use of a new product or line extension, to recruit new buyers for a mature product, or to convince existing customers to increase their purchases. Price deals work most effectively when price is the consumer's foremost criterion or when brand loyalty is low.

Marketing techniques for price deals are twofold: online and local advertising informs consumers of upcoming deals,
and packaging and point-of-sale advertising displays the discount while it is in place. Existing customers perceive discounts as rewards and often respond by buying in larger quantities. Price discounts alone, however, usually do not induce first-time buyers.

If small businesses receive their products from a manufacturer or another retailer, they must receive permission to offer discounts or coupons of their own. Large manufacturers will often have discount programs of their own that small-business owners can (or must) use for sales promotion purposes. Many businesses are allowed to add further discounts on top of manufacturer promotions but must shoulder the cost themselves. If coupons are used, the manufacturers may offer their own coupons for the business to use. Companies are gravitating to online coupons that customers can print out because of the lower costs associated with web discounts.

Contests/Sweepstakes. Contests are games that consumers can enter where their entries will be judged according to specific qualities and awarded accordingly; sweepstakes are random drawings that award customers prizes based on chance. Small businesses can use contests if they have a strong local customer base that centers around a specific product or lifestyle, but sweepstakes tend to be less expensive and appeal to a wider range of consumers.

Special Events. Businesses spend billions of dollars annually to link their products with everything from jazz festivals to golf tournaments to stock car races. Large companies like Mondeléz International and Anheuser-Busch have divisions that handle only special events. These events tend to attract a homogeneous audience that is very appreciative of the sponsors, allowing companies to make positive associations with their products. Event promotion strategies also require less planning time and can be quickly executed if necessary. Special events marketing is available to small businesses through sponsorship of events on the community level.

Premiums. A premium is tangible compensation that is given as an incentive for buying a product. The premium may be given free, or may be offered to consumers for a significantly reduced price. Some examples of premiums include receiving a prize in a cereal box or a free garden tool for visiting the grand opening of a hardware store. Incentives that are given for free at the time of purchase are called direct premiums.

Other types of direct premiums include traffic builders, door openers, and referral premiums. The garden tool is an example of a traffic-builder premium, an incentive to lure a prospective buyer to a store. A door-opener premium is directed to customers at home or to business people in their offices who may be more willing to listen to a salesperson in exchange for a free sample. Referral premiums award other businesses and individuals for referring customers.

Mail premiums, unlike direct premiums, require the customer save up points or tabs to obtain a premium through return mail. The premium is still valuable because the consumer cannot readily buy the item for the same amount.

Continuity Programs. Continuity programs reward customers for their loyalty to the business and are typically based on purchases. Airline frequent-flyer clubs, hotel frequent-traveler plans, and retailer frequent-shopper programs are common continuity programs. By rewarding long-standing customers for their loyalty, continuity programs also reduce the threat of new competitors entering a market.

Sampling. When a product is new or is not a market leader, giving free samples to consumers can be an effective strategy. In order for sampling to change people's future purchase decisions, the product must have benefits or features that will be obvious during the trial.

Sales Forecasts

Sales forecasting is the process by which future sales revenues are predicted by companies. Sales forecasts also help companies allocate resources and plan for future growth in the most efficient way possible. Companies large and small engage in forecasting their sales in order to decide with the greatest accuracy possible what and how much to build or what and how much to buy. Sales forecasts support operational planning and supply chain management—not marketing or sales efforts. Forecasts are made to project the business into the future accurately in order to avoid costly mistakes, both for short-term and the long-term performance.

Unit 6

Organizing the Sales Effort

Topics

- Sales organization
- Major issue in team selling
- Responsibilities of sales force

Learning Objectives

- Identify the purposes of sales organization
- Outline the major issue in team selling
- Identify the important issues in starting a new sales force

Key terms

- Significant= important, major, great, valuable. Crucial, critical
- Accomplish = complete, perform, reach
- structure = frame, design, layout
- Competition = rivalry, contest, contention, compete
- Benefit = advantage, useful
- Provide = furnish, equip, grant, give
- Maximize = as much as …costs
- Represent= act for , stand for, proxy
- Thorough= careful and covering every detail:
- Allocate = to give some time, money, space, etc to be used for a particular purpose:
- Grant = to give or allow someone something, usually in an official way
- Horizontal = level and flat, or parallel to the ground or to the bottom of a page
- Vertical =pointing straight up from a surface:

OZ. activates & Mngt. of sales force is a major part of Strategic sales planning.
Significant cultural & OZ. restructuring is not common among industries, goods marketers.
Manufacturers' Reps definition
Intermediaries who sell part of the out put of the manufacturers they represent
Take neither ownership nor physical possession of the goods they sell
Concentrate on selling function
Compensate solely by commissions

Selling Agents

Intermediaries who do not take title or possession of the goods

Compensate solely by commissions

Granted broader authority by their principals to modify prices and terms of sales.

Actively shape the manufacturer's promotional and sale program

Selling Responsibilities

Sales manager

Provide competent and effective salespeople

Allow to continue servicing a of largest customers after they joined ranks of management

Coordinate and supervise sale force requires a great deal of attention by management personnel.

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