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Responsibilities of Sales Manager)

Programme Educational Objectives

- *Our program will create graduates who:*
- *Will be recognized as a creative and an enterprising team leader.*
- *Will be a flexible, adaptable and an ethical individual.*
- *Will have a holistic approach to problem solving in the dynamic business environment.*

Sales and Distribution Management Course Outcomes

- CO1- Given a situation of Festival, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company.
- CO2- Given a situation of opening a new outlet, student manager will be able to draft a sales plan.
- CO3- Given a situation of Selling products / services, student manager should be able to explain Personal Selling Process.

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- CO4-Given a criteria of newly launched company, student manager should be able to design an effective Sales Compensation Plan for Sales Executive.
 - CO5-Given a criteria of distribution channel of a company, student manager should be able to outline different levels of Marketing channel used by the company.
 - CO6-Given a situation, student manager should be able to explain the process of Reverse Logistics.

Sales Management Functions



Linking Sales & Distribution Management

- Distribution Management serves the primary function of ensuring that the product or service is made available to the consumer within an arm's length of his desire.
- It takes care of the availability (Physical dist.) and the visibility.
- It provides 'time', 'place' and 'possession' utility.
- It is an integral part of sales management.
- Either sales management or distribution management cannot exist, operate or perform without each other

Linking Sales and Distribution Management

- To achieve the sales goals of sales revenue and growth, the sales management plans the strategy and action plans (tactics), and the distribution management has the role to execute these plans

Sales management task	Distribution management role
Achievement of volume and market shares	<ul style="list-style-type: none"> Physical movement and storage of products closest to the markets
Coverage of markets and outlets	<ul style="list-style-type: none"> Ensuring high shelf visibility Keeping high stock pressure at all selling points
Width and depth of distribution	<ul style="list-style-type: none"> Follow treat plan/call plan designed by sales management using 'milk-run' principles Making each customer call productive Extending required level of credit
Managing institutional business and key accounts	<ul style="list-style-type: none"> Push all products, brands, packs in each outlet Sell more than competition Ensure high visibility Focus on slow movers
Competition tracking and action to protect market shares	<ul style="list-style-type: none"> Getting orders and execution Extending credit as necessary Keeping high stock pressure to avoid entry of competition
Market feedback and reporting	<ul style="list-style-type: none"> Regular oral and confirmed reports Follow up on competition Promotions and sales incentives for corrective action Both for own products and competition Report on good practices of other non-competing companies
Finished goods inventory management at C&FAs and distributors	<ul style="list-style-type: none"> Retain stocks up-to norms
Managing distribution channels – recruitment, development, evaluation and exit if necessary	<ul style="list-style-type: none"> Order at the replenishment level Disposal of damaged stocks Each channel member has to manage his downstream channels Contracted channel members like distributors have a special role Conducting training programmes and example setting sessions
Handling customer and consumer complaints	<ul style="list-style-type: none"> First level of interface with the customers and hence prompt action is expected Bring to the notice of sales management if problem persists Quickly remove complaint/damaged stocks from the market
Implementing marketing plans – product launches, consumer and trade promotions, merchandising	<ul style="list-style-type: none"> Ensure wide and equitable distribution
Participation in promotional events	<ul style="list-style-type: none"> Ensure high visibility Make every promotion a success in terms of set objectives Ensure success of new product or pack launches Organise and participate in exhibitions, fairs, melas Take initiative to support sales management Spend on the event and then claim re-imburement
Local advertising – wall sites, boardings, shop boards	<ul style="list-style-type: none"> Direct responsibility of the distribution channels Productive use of Rupee spends Spend on the task and then claim re-imburement
Cost effective operations	<ul style="list-style-type: none"> Ensure each task assigned by sales gets maximum results
Interface with other functions in the company	<ul style="list-style-type: none"> Through sales
Recruitment, training, development and evaluation of the salesforce	<ul style="list-style-type: none"> Follow guidelines for Salesforce management

Role of Distribution Management for some of the Sales Management Actions / Tasks

Sales Management Actions / Tasks	Distribution Management Role
<ul style="list-style-type: none">• Strategy for effective coverage of markets and outlets	<ul style="list-style-type: none">• Follow call plan / beat plan• Make customer call productive• Use multi-channel approach
<ul style="list-style-type: none">• Strategy for handling customer complaints	<ul style="list-style-type: none">• Prompt action at the customer interface level• If the problem persists, involve senior sales and service people
<ul style="list-style-type: none">• Planning of local advertising and sales promotion	<ul style="list-style-type: none">• Co-ordination with distribution channels• Responsibility of execution with distribution channels• Expenses are shared between the company and intermediaries

Activities of Sales Management

- (1) **Formulation of sales strategy** through development of account management policies, sales force compensation policies, sales revenue forecasts, and sales plan,
- (2) **Implementation of sales strategy** through selecting, training, motivating, and supporting the sales force, setting sales revenue targets, and
- (3) **Sales force management** through development and implementation of sales performance, monitoring, and evaluation methods, and analysis of associated behavioral patterns and costs.

Responsibilities of Sales Manager

“A sales manager can have a narrow or a broad spectrum of responsibilities including the following:

- Estimate demand and prepare sales forecasts;
 - Establish sales force objectives and quotas;
 - Prepare sales plans and budgets;
 - Establish the size and organization of the sales force;
 - Recruit, select, and train the sales force;
 - Compensate the sales force;
 - Control and evaluate sales performances.”
- Robert D. Hisrich and Ralph W. Jackson, *Selling and Sales Management*