

Chapter 1 : Sales Management: Functions and Importance of Sales Management – Explained!

The fundamentals of sales management shouldn't be confused with something complicated but simple attention to the details in all activity related to sales. A liberal dose of humaneness and loads of common sense as well as a goal oriented approach form the basics of good sales management.

Do you want to avoid the cycle of management failure and create a success system that will keep you on top? Principle 1 - Managers Make a Difference The overall effectiveness of a sales or customer service organization is directly related to the effectiveness of its front-line supervisors and managers. The time you invest training these people will reduce turnover, increase productivity, and build a strong base of satisfied and repeat customers that can be leveraged into opening new accounts. That will produce higher profits. Investing in training your front-line supervisors and managers is smart business. Training the individual performers alone will fail. Our smartest clients train the entire team. Principle 3 - Effective Training is a Process, Not an Event Any engineer will tell you that an effective process requires training, supervision, quality control and reinforcement. This is particularly true for sales and customer service organizations trying to increase their production and effectiveness. They require skills training. People are left to go their own way. They quickly fall back into their old bad habits or unproductive activities. Implementing best practices is a process that requires time and effort. Our smartest clients reinforce this process with their front-line supervisors and managers. Principle 4 - Effective Managers Coach All Their People All the Time We have seen huge improvements in the effectiveness of sales and customer service organizations when managers are trained to coach their people all the time - not just when things are not going well. The most effective managers know how to set goals and expectations, create the right emotional climate for their people, conduct performance reviews offering praise as well as constructive criticism, and listen to their people. Too many senior managers are unaware of how paying attention to these issues actually drives results. Our smartest clients know the importance of coaching all their people all the time. Principle 5 - Practice Manager Fundamentals Consistently Keep investing in the training and development of your front-line supervisors and managers. Practice the fundamentals of good management consistently and constantly. Strong leadership examples begin at the top of any organization. Remember that good managers are not magicians or miracle workers. Your sales and customer service teams needs both great coaches front-line supervisors and managers and great players. You need to develop them as coaches internally. And they in turn will help will develop their people - the people that touch your clients and customers. If you want to improve the quality and production of your sales and customer service organizations, start by improving the quality of your front-line supervisors and managers. Provide them the tools to be successful. Not to do so would indeed be dumb! It is also costly. Each has over twenty years experience as sales and customer service management executives. For more information, contact or or visit our website at [http:](http://) Post new comment Please Register or Login to post new comment.

Chapter 2 : Sales management - Wikipedia

SALES MANAGEMENT. Emraan At Multan SALES PROMOTION: promotion done for any transaction results in earnings. PERSONAL SELLING: promotion that brings the human element into marketing transactions.

Sales Management - An Overview Sales Management - An Overview The art of meeting and exceeding the sales goals of an organization through effective planning, controlling, budgeting and leadership refers to sales management. Sales Management helps the organization to achieve the sales targets efficiently. Process of Sales Management Sales Planning Marketers must plan things well in advance for the best results. It is essential to have concrete plans. Mere guess works do not help in business. Know your product well. Sales professionals must know the USPs and benefits of the product for the consumers to believe them. Identify your target market. Sales Planning makes the products available to the end users at the right time and at the right place. Sales Planning helps the marketers to analyze the customer demands and respond efficiently to fluctuations in the market. Devise appropriate strategies to increase the sales of the products. Sales Reporting Sales strategies are implemented in this stage. Check the effectiveness of the various strategies. Find out whether they are bringing the desired results or not. The sales representatives should be aware of their roles and responsibilities in the organization. It is essential for the organization to evaluate the outcome of proposed strategies for any particular department. Organizations depend on KPI also called Key Performance Indicator or simply Performance Indicator to measure the effectiveness of implemented strategies. Ask the sales team to submit reports of what all they have done throughout the week. The management must sit with the sales team frequently to assess their performance and chalk out future course of actions. Mapping individual performance over time is essential. Sales Process Sales representatives should work as a single unit for maximum productivity. A systematic approach results in error free work. The management must make sure sales managers follow a proper channel to reach out to the customers. It pays to adopt a step by step approach. Sales professionals should follow the below mentioned steps for maximum sales and better output. Do not ignore any step. Information Exchange Inform the customers about various product offerings. Make the customers aware of your brand and its benefits. The information exchange can be either: Over the telephone or Face to face interaction with the potential customer. The sales representatives must identify those who have the potential to buy their products. Need Identification Fix a meeting with the prospective buyers. Sit with the client and try to find out more about his needs and expectations. Suggest them various options which would fulfill their demands. Proposal Once the buyer agrees to purchase particular products, the seller presents a written proposal to him quoting the rates as well as other necessary terms and conditions. Such a document is often called a proposal. Negotiation Negotiation is a stage where two parties buyer and seller discuss and negotiate for the best deal beneficial to all. Closing of Deal This is the stage where the transaction between the seller and buyer takes place. The selling happens in this stage.

Chapter 3 : 5 Crucial Sales Process Steps Explained - Pipeliner CRM

Basics of Sales Management - View presentation slides online. Trainee and Fresh Chemical Engineer Job in Apple Valley California USA Wanted, Objectives_ to Obtain a Position That Will.

Sales planning[edit] Sales planning involves strategy, setting profit-based sales targets , quotas, sales forecasting , demand management and the execution of a sales plan. A sales plan is a strategic document that outlines the business targets, resources and sales activities. It typically follows the lead of the marketing plan , strategic planning [1] [2] and the business plan with more specific detail on how the objectives can be achieved through the actual sale of products and services. Recruitment of sales staff[edit] The three recruitment tasks used in sales management are Job analysis; Job description and Job qualifications. It should identify what activities are deemed as being vital to the success of the company. Any person associated with the sales organization or the human resources department could carry out the analysis, or it could be done by an outside specialist Spiro, pp. The person that is responsible for completing a job analysis should have an in-depth comprehension of the daily activities of the salespeople. This job analysis is then written in an explicit manner as a job description. The general information consists of: It is also primarily responsible for hiring tools such as application forms and psychological tests. A company should be careful not to submit to discrimination in regards to employment. A number of qualifications ethnic background, age, etc. The Key Performance Indicators indicate whether or not the sales process is being operated effectively and achieves the results as set forth in sales planning. It should enable the sales managers to take timely corrective action deviate from projected values. It also allows senior management to evaluate the sales manager. More "results related" than "process related" are information regarding the sales funnel and the hit rate. Sales reporting can provide metrics for sales management compensation. Rewarding the best managers without accurate and reliable sales reports is not objective. Also, sales reports are made for internal use for top management. Finally, sales reports are required for investors, partners and government, so the sales management system should have advanced reporting capabilities to satisfy the needs of different stakeholders.

Chapter 4 : Introduction to JD Edwards EnterpriseOne Sales Order Management

Len D'Innocenzo and Jack Cullen are co-founders of Corporate Sales Coaches, LLC. Each has over twenty years experience as sales and customer service management executives.

Behavioral Change Sales leaders and managers frequently talk about: The entire gamut of activities listed above and some more tasks form sales management. Selling is the vital activity of a company on which the question of very survival rests. And the entire process of selling involves these tasks that need proper management to ensure a cohesive selling process. The onus lies on the shoulders of the sales manager to strategize the sales process and methods so as to bring in the maximum possible revenue as well as forge enduring relationships with the customers. Selling through a team of sales people is possible when the sales manager knows how to manage the sales team to optimize their potential. Treating the Sales People Well What then is good sales management? When the entire airline industry is reeling under the blows of skyrocketing fuel prices they are the only airline to have registered profits in Instead of mulling over job cuts and travel fare hikes the managers have stood behind their sales staff and treated them like family. Whenever an employee had a problem or an employee had an issue with a customer the managers came to their rescue and together they sorted out the issue. They have followed the simple rule, "treat employees the way you wanted to be treated". A sales manager should be a mentor, guide, and a leader to their team. Does the sales person shift their gaze to the side when they see a customer approaching? Do they suddenly remember that they have to restock merchandise instead of greeting the customer and getting interested in his needs? When the customer is dissatisfied a good sales manager checks their sale staff first. Recruiting the right sales personnel, providing them adequate training, making all required knowledge accessible to them and motivating them to achieve their sales targets with enthusiasm - all falls under the ambit of responsibility of a sales manager. The fundamentals of sales management includes first knowing the strengths and weaknesses of your team. Is each sales person on the team entrusted with the kind of sales they are capable of? Are they motivated enough to do well in good times and tackle the tough times? Is a sales person compensated well for their achievements? Does the sales manager listen to their suggestions and give feedback? If there is a problem during a call the sales manager should go on "buddy calling". Buddy calling entails that the manager would accompany the sales person on a call but let them do the job and intervene when the going gets tough. This gives the manager insight in to the way that sales person works and the sales person learns from the manager - on the job. Has the prospecting been done correctly? Is everything from cold calls to closing deals moving smoothly? A good number of cold calls should lead to real sales when the sales process is effective. Are the sales people concentrating on the needs of the customer? Can the sales process be revamped? Is there an Internet based sales system present? How much selling should be apportioned to the Internet and how much should be accomplished physically? Is the delivery taking place in time? These are the things a sales manager should be examining constantly. The fundamentals of sales management require the observance of some common sales fundamentals. The appearance of sales people should be smart and professional in accordance with the guidelines of the company. They should exude a certain level of confidence in their day-to-day jobs. There has to be proper guidance about prospecting and enough time should be allocated to each prospect based on their worthiness. Presentations and the closing of deals should be of top quality. Periodic training on presentation skill enhancement and personality development workshops improves the competencies of the sales people. All top sales managers spend a good amount of resources on training of their sales force. It is also essential that sales management take in to account a comprehensive sales strategy. A sales manager should formulate a good sales strategy and execute it well. Execution is as important as strategizing. The role of synchronization - getting the right product to the right customer at the right time, cannot be undermined. A liberal dose of humaneness and loads of common sense as well as a goal oriented approach form the basics of good sales management. The book - "Sales 3. This book is a must-read for people who want to win business and build concrete network through social media. I help companies and professionals achieve results through customized, creative and non-traditional sales training systems that are "one size fits one" and developed to the

unique business needs and "sales pain points" of each client. I am available to speak on these topics.

Chapter 5 : Sales Management - An Overview

Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Sales management today is the most important function in a commercial and business enterprise.

To ensure that customers are satisfied, and that they return for additional business, the business and the system must be flexible. Process both simple and complex orders. Integrate closely with inventory systems, and allocate inventory at the time of order entry. Create sales orders for kits and configured items. Set up and use promotional pricing. You can create order templates that include lists of items that are typically sold. Using a template during order entry can significantly decrease data entry time and errors. Standing and blanket orders. You can create recurring orders for customers who order items on a regular basis. For example, a customer can order a large quantity of an item due to pricing discounts. However, they might want only portions of the total quantity to be delivered intermittently. You accomplish this using blanket orders. You can create quote orders, which enable you to give a customer or prospective customer a quote for the goods in which they are interested. You can then convert the quote to a sales order if the customer decides to purchase the items. Many countries, including Brazil, Chile, and Peru, have specific legislation that regulates on how you process and tax sales orders. Using the JD Edwards EnterpriseOne Sales Order Management system, you can process the necessary information to ensure that sales orders in these countries are in compliance with local requirements. Pertinent order, inventory, transportation, and financial information. Net profitability of a product line when you apply promotions, discounts, and allowances. You must manage pricing efficiently, given the complexity of customer- and market-specific contracts, special promotions, allowances, and date effectiveness. You can then define price adjustments to revise and update prices when necessary. You must be able to effectively manage the process from the time a customer service representative takes an order to the time you receive payment from the customer. Enter Sales Order Order entry enables you to record information about your customers and the items that they order. When you enter an order, the system automatically enters pertinent information that exists for the customer, item, preference, and pricing records. Sales order processing begins as soon as you complete this step. Print Pick Slip After entering the sales order, you can print pick slips to authorize your warehouse personnel to pull the merchandise from inventory to fill the quantities and prepare the order for shipping. This step is optional. Confirm Shipment You confirm that all of the items on the sales order have been correctly picked from the warehouse and packaged appropriately for shipping. Print Invoice After processing a sales order through shipment confirmation, you print and send an invoice to the customer for the goods. Sales and commissions information. After updating sales, you must post the sales journal and invoice batches to the general ledger. This step completes the sales order processing cycle. Supply and demand components must balance to ensure that demand is met. The key is integration and the proactive use of distribution and logistics information. You update the sales information on a daily basis to keep accounts receivable records current. You can set up different document types to identify orders for bulk products. The system automatically creates a shipment for a sales order based on the order type and line type combination that you define. From there you can revise or add to the shipment or even create loads with the shipments on them. When you create and post orders, journal entries are made to the general ledger to ensure that account balances are updated for cash recognition and financial reporting. All distribution systems interface with the general ledger with automatic accounting instructions AAIs. JD Edwards EnterpriseOne Inventory Management also stores sales and purchasing costs and quantities available by location and tracks holds for locations from which items should not be sold. Any change in inventory valuation, count variances, or movement updates the general ledger. You can use the system to release receipts for items on backorder. Load and deliver bulk and packaged items. At load and delivery confirmation, the system retrieves cost information and relieves inventory from the JD Edwards EnterpriseOne Inventory Management system. The cost retrieval information is based on any sales orders that are load and delivery confirmed as reported by the JD Edwards EnterpriseOne Sales Order Management system. In addition, the system updates the general ledger based on

these scenarios: Scenario Load confirmed only with an invoice date in the future. Cycle billing creates deferred costs of goods sold, revenue, and accounts receivable entries. Load confirmed only without a future invoice date. Load and delivery confirmed with an invoice date in the future. Cycle billing creates inventory, deferred costs of goods sold, and accounts receivable entries. In the planning phase of an implementation, take advantage of all JD Edwards EnterpriseOne sources of information, including the installation guides and troubleshooting information. Java-based tool, reduces the time required to search and download ESUs by 75 percent or more and enables you to install multiple ESUs simultaneously. Set up global user-defined codes UDCs.

Chapter 6 : Five Basic Principles for Effective Sales Management

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

The primary focus of sales managers should be to maximize profit for the team while delivering the best possible value to customers. So, What is Sales Management? Sales management is the process of developing a sales force, coordinating sales operations, and implementing sales techniques that allow a business to consistently hit, and even surpass, its sales targets. If your business brings in any revenue at all, a sales management strategy is an absolute must. When it comes to boosting sales performance for any size of operation, no matter the industry, the secret to success is always precise sales management processes. Besides helping your company reach its sales objectives, the sales management process allows you to stay in tune with your industry as it grows, and can be the difference between surviving and flourishing in an increasingly competitive marketplace. Overall, sales management will help businesses and their workers better understand results, predict future performance, and develop a sense of control by covering the following three aspects. Sales Operations Sales Strategy Sales Analysis The process will vary from business to business, especially as you work your way down the line, but operations, strategy and analysis are the three key starting or focal points. Building the Team This may not be a total shocker, but the sales team is the backbone of the company; they are the direct connection between the product and the customer. In other words, they matter a lot. All in all, the sales team should feel like they are a part of the company and be equipped with the resources to progress rather than be viewed as money-making machines. When selecting and onboarding new talent, you should take your time to be thorough in training them and developing their skills, regardless of their experience. Once you have a few more hands, the sales team should all be on the same page, working as individuals within a single, collaborative unit. A more systematic approach will result in fewer errors and greater achievements for the company as a whole. Then this is where the fun really begins: To do this you would need to: Defining the Sales Process Once you have a team and know your targets, you might be wondering: How do you actually carry out the sales? Therefore, having a sales pipeline, or sales funnel, will make that easier to maneuver these deals to completion. What is a sales pipeline? A sales pipeline is a visual sequence of activities to achieve with each prospect, from the initial lead to the closing of the deal. After all, there are some things you cannot control results. If a salesperson can see their progress, or their activities, they will be motivated to do more work and conquer more challenges. Successful reporting involves using sales metrics, or quantifiable indicators, that tell you how each aspect of your sales operations is performing and whether you are achieving your targets. With the standard sales funnel, you should be able to measure the following four metrics: Number of deals in your funnel Average size of a deal in your funnel Close ratio, or average percentage of deals that get won Sales velocity, or average deal lifetime before it is won Collecting data will allow you to find your ideal customer quicker and, as a result, serve them faster. Who Benefits from Sales Management? Sales management in practice positively affects everyone involved in the sales cycle. Clarity and scope is essential to sales managements, as they typically need to oversee planning and execution of company wide targets. Having an effective management process will allow them to drive their company forward. Salesperson A salesperson represents their company and is in direct contact with potential customers whether in person or over the phone or solely online. Sales is tough; to succeed you need to be able to engage your current base while also expanding your reach. Like the sales manager, scope and clarity via effective sales management boosts confidence and will give the salesperson better visibility of their work. Customer The customer will inevitably have a better experience and be more inclined to benefit from your company and purchase your product or services with an effective sales management process. They may even spread the word. With all of these parts working well together, a company can set themselves up for success, especially against their competitors. A sales funnel provides a clear view of the opportunities available to a sales team, accurately showing the revenue the team is going to make in the months ahead. Cloud-based CRMs in particular are great for helping your team increase its collaboration. Because there are so many options, before

purchasing any CRM tool you would need to answer the following questions to make the most suitable choice for your unique team: Is it easy to learn and use? How can I customize it to fit my needs? Are there cross-platform integrations? Will it notify me when I need to take action? Does it offer accurate sales reporting? Is it mobile friendly? Can I access it from anywhere? Tips and Tricks Your sales process should be simple and save you time, not take up more of it. The more time you put in, the more you should get out. For busy salespeople, apps such as Evernote, Any. Also, sales managers can work with a content team to develop content marketing material, or articles that build value around their product or service. After all, selling is an ongoing process: In the same way trials or testers are used to make products more attainable, content can help customers become familiar with your services, especially if it solves a highly relevant problem. The reason for this is that the more intimate they are with the product, the better than can bring insight to potential customers. Great content is more likely to move consumers along the sales cycle than a salesperson alone would. In fact, great content is what often makes the introduction to potential buyers. Planning is a vital part achieving results. Careers There are quite a few sales management jobs, but they all hold similar responsibilities – refining the sales process and making sure the company moves in a forward direction to hit its goals. Those who manage sales can be anyone from a director of sales, district sales manager, general manager, regional sales manager, sales and marketing vice president, sales supervisor, and a vice president of sales. Some of the titles may even be interchangeable depending on the size and structure of your company. Sales managers can come from a variety of backgrounds. Next Steps Ready to learn more? Once you make the decision to start or improve your sales management process, you can start by: Reading sales management books or blogs. Reading the sales glossary below, to brush up on your sales vocabulary. Check out our Global Sales Performance Review for a global insight into how others sell. Key terms [Sales glossary] Activity-based selling - The theory that you can close more deals by focusing on the activities you can control, such as the number of calls or appointments made, rather than focusing on results, or making a certain amount of money in sales. Close ratio - Number of deals you close compared to the number of deals you have presented. Cold calling - Getting in contact with a potential customer with no prior contact or relationship in hopes of setting up an appointment of informing them about your product or service. Conversion - The act of turning a prospect into a customer. Customer relationship management CRM - A tool or software to manage your customer relationships and sales pipeline. Deal - An agreement to meet or take action with a prospect. Demo - A sales presentation of your product or service. Lead - Anyone who could potentially be a customer. Marketing - The act of promoting your product or service. Product - Something made to be sold to a consumer. Quota - A fixed share of something that a person or group is entitled to achieve or contribute to. Retention rate - The percentage of customers who stay. Sales cycle - The series of predictable phases required to sell a product or a service. Sales cycles can vary greatly among organizations, products and services, and no one sale will be exactly the same. Sales force - Division of a business responsible for selling products or services. Sales funnel or pipeline - A systematic and visual approach to selling a product or service. The sales pipeline is helpful in showing you exactly where the money is in your sales process. Sales management - The process of developing and coordinating a sales team. Sales management planning - Process of thinking and organizing activities to achieve a desired goal. Sales management strategy - A method to bring about a desired outcome. Salesperson - Someone who typically works directly with customers to inform them and sell a product while providing customer service. Sales targets - Objectives or goals for a salespeople or company. Sales velocity - Time it takes for a new deal to close, from the initial contact. If you have comments, suggestions, and of course any corrections, please contact us via email:

Chapter 7 : All About Sales

2 OBJECTIVE After going through this lesson, you will be able to- Æ Discuss the sales, sales management and related concepts. Æ Explain the structure and objectives of a sales organisation.

Chapter 8 : The Fundamentals of Sales Management. by Doug Dvorak - National Association of Sales Pro

DOWNLOAD PDF BASICS OF SALES MANAGEMENT

The art of meeting and exceeding the sales goals of an organization through effective planning, controlling, budgeting and leadership refers to sales management. Sales Management helps the organization to achieve the sales targets efficiently. Marketers must plan things well in advance for the best.