

# SALES MANAGEMENT – FUNCTIONS & IMPORTANCE

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**Abstract:** Sales management is a business discipline which is focused on the practical application of sales techniques and the management of a firm's sales operations. It is an important business function as net sales through the sale of products and services and resulting profit drive most commercial business. Efforts put forth to attain a company's sales objectives. Sales are one of the most crucial functions of an organization. It is the principal, and often, the only revenue generating function in the organization. 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.

**Keywords:** Sales management, Sales, sales management techniques & process, Sales management functions

**Introduction:** Sales management is a business discipline which is focused on the practical application of sales techniques and the management of a firm's sales operations. It is an important business function as net sales through the sale of products and services and resulting profit drive most commercial business. Efforts put forth to attain a company's sales objectives. Sales are one of the most crucial functions of an organization. It is the principal, and often, the only revenue generating function in the organization. Sales have formed an important part of business throughout history and will continue to do so. A constant evolution has been witnessed in the sales function from the early Stone Age, through the Iron ages and the middle Ages to sales in the twenty-first century. In addition to helping an organization achieve its business goals, the selling function performs various other roles such as enhancing knowledge pertaining to the internal and external environments, developing positive relationships with customers, suppliers and distributors, and negotiating with customers to sell the company's products profitably. Despite the crucial role the selling function plays in the growth of an organization, sales has a rather negative image associated with it <sup>[1]</sup>.

Sales management facilitates the directions of activities and functions which are involved in the distribution of goods and services. According to Philip Kotler, [2] “Marketing management is the analysis, planning implementation and control of programmes designed to bring about desired exchanges with target markets for the purpose of achieving organisational objectives. It relies heavily on designing the organisations’ offering in terms of the target markets needs and desires and using effective pricing, communication and distribution to inform, motivate and service the market.” Sales or marketing management is concerned with the chalking out of a definite programme, after careful analysis and forecasting of the market situations and the ultimate execution of these plans to achieve the objectives of the organisation. Further their sales plans to a greater extent rest upon the requirements and motives of the consumers in the market aimed at.

To achieve this objective the organisation has to give heed to the right pricing, effective advertising and sales promotion, discerning distribution and stimulating the consumer’s through the best services. To sum up, marketing management may be defined as the process of management of marketing programmes for accomplishing organisational goals and objectives. It involves planning, implementation and control of marketing programmes or campaigns.

#### Functions:

- a. Sales research and planning.
- b. Demand creation.
- c. Sales costs and budget.
- d. Price fixations.
- e. Development of products.
- f. Establishing sales territories.
- g. Co-ordination of sales.

These functions differ from company to company according to their size and the nature of their products (2).

#### Importance of Sales Management

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 (3). The following are the other factors showing importance of the sales management:

1. Introduction of new products in the market.
2. Increasing the production of existing products.
3. Reducing cost of sales and distribution.
4. Development in the means and communication of transportation within and outside the country.
5. Rise in per capita income and demand for more goods by the consumers.

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