

OPTIMISING SALES MANAGEMENT OF IT AND ITeS COMPANIES (A STUDY ON BANGALORE CITY)

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Abstract- Sales management has a role in the growth of business and also in raising the performance. It helps to achieve the company's targets. The Company's always tries to maximise their profits by maintaining the good relationship with the customers. Three IT sales companies were selected for the study in Bangalore. The study is based on primary data collected. Likert scale is utilised in the questionnaire to capture the responses. The collected information on gap in sales process, challenges in sales management, customer satisfaction was analysed appropriately. The study identified that the performance of the companies is well and good in various aspects. There is a possibility that the company can increase its customer base.

Key words: Sales, Customer, Profits, Sales targets, Customer base

I. INTRODUCTION

Indian IT industry is one of the fast-growing businesses in India. This industry has the most significant brand value in international markets. Dell, Microsoft, HP and a few Indian MNC's like Infosys, Wipro and so on have set up their workplaces in the urban areas. In India, the industry has shown versatility and has understands how to constantly outflank despite the inconveniences. The IT-BPM area in India stayed at US\$177 billion out of 2019 seeing an advancement of 6.1 percent year-on-year and is evaluated that the size of the business will create to US\$ 350 billion by 2025. India's IT industry created to US\$ 181 billion of each 2018-19. Exports from this industry raised to US\$ 137 billion in FY19.

Bangalore city is one of the biggest IT hubs in India. Majority of the IT sales happen in this city. The IT products like laptops, desktops, printers, software licenses, IT services, etc were sold in a largescale. There are many companies which deals IT sales in the city which creates a tough competition in this market. In this scenario, it is very important to understand what the customers are thinking about the companies which supply the IT- products and services.

Proper management of the sales have an important role in the development of business. sales management helps for business growth. The individual performance of the sales force of a organisation should focus on multiple aspects. Sales representatives should have a good communication skill, team work helps the sales representatives to achieve the highest possible sales, maintaining the good customer relationship helps the companies to get the long-term association with the clients and also to get the repetitive business. delivering the product or service and also providing the quick service helps to improve the customer satisfaction which boosts the sales.

II. LITERATURE REVIEW

Thomas L Powers, J' Aime C. Jennings and Thomas E. DeCarlo in their study (2014) recognized the overall significance of the different deals the executive's abilities, they were found to bunch into three reasonable measurements identifying with strategic, interpersonal and strategic skills. The outcomes likewise show that critical

contrasts in the apparent degree of expertise significance exist dependent on level of the executives, years overseeing salesmen, gender on three components of the respondent's company performance.

Arun Sharma and Jagdish N Seth did a study, the objective is to know the impact of technology intervention in selling conditions. Surviving exploration has normally been at a miniaturized scale level and gathered in two unmistakable territories. The paper inspects the concurrent impact of technology intervened selling on both sales representatives and customers, at both macro and micro level.

Gabriel R. Gonzalez, K. Douglas Hoffman, Thomas N, Ingram & Raymond W. Laforge in their study, studied reactions from sales managers that showed that keeping up a positive service recovery culture, examining sales disappointments, executing recuperation techniques, and checking, assessing, and looking for criticism about recuperation endeavors are connected with significant client and money related results. Results demonstrate the significance of proactive coordination of administration recuperation ideas and practices into relationship selling endeavors.

Linda Ferrell, Tracy L Gonzalez-Padron & O C Ferrell in their work, did an exploratory investigation to look at how venders use technology to connect the organization to their clients and its business power, just as how innovation is utilized to encourage associations among the business power and clients. They gave the preparation to seeing how direct selling companies use innovation to build up an upper hand while as yet keeping up solid individual associations with purchasers.

Javier Marcos Cuevas study uncovered the need to accommodate apparently divergent ways to deal with overseeing sales force if sales experts are to become certifiable empowering agents of client improvement. It traces the pressures that support the administration of both value-based and key selling, proposing the appropriation of ability to use both hands and dumbfounding initiative in the administration of current deals associations.

III. Sampling

To optimize the existing sales management in the IT – sales-based organization's in Bangalore, three major IT – companies were selected for the present study. The work depends on the primary source data. The questionnaire is designed as per the needs of the research. Questionnaire being the suitable tool for collection of primary data, it is selected for this study. The customers are the respondents for this study. The research instrument for primary data collection comprises of five parts based on the five-point Likert scale ranging from strongly disagree (1) to strongly agree (5), (i.e. 1. Strongly agree, 2. Agree, 3. Neutral, 4.

Disagree, 5. Strongly Disagree). It shown on x-axis in the bar charts. Number of respondents to their percentage was shown on y-axis. Totally 120 responses (40 from customers of each organization) were collected. Out of 120 samples, the data of 15 respondents are biased. Hence, only 105 respondent's information was considered.

The above samples are selected by simple random sampling technique. These respondents are selected randomly from the list of customers (i.e. Business to Business customers). The collected samples are independent to each other. Hence the opinions of the respondents are unbiased.

The collected information was analyzed through percentages along with Bar Charts. Chi- square test is also used for testing the significance in the delivery of products, significance of the budget constraint of the customers and the after sales services provided by the companies.

IV. OBJECTIVES

- To identify the gap in sales process.
- To determine the barriers/challenges in sales management.
- To understand the satisfaction levels of the customers with services.

V. HYPOTHESES

To test the significance of our objectives it is inevitable to formulate the suitable null hypotheses which are as follows:

- There is no significant delay in the delivery of services/products.
- There are no obstacles with budget of the customers.
- There is no satisfaction with the after sales services of the companies.

VI. METHODOLOGY

The collected data was analysed according to our objectives. To satisfy these objectives, simple percentages were calculated. The data was explained through bar charts and pie diagram. The opinion of the customers was measured in 5-point scale. This scale was calculated in percentages. In addition to these diagrams, Chi – Square test statistic was opted for testing the significance of our objectives. The formula, Equation 1.

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

O_i = Observed Value (No. of opinions of each scale point)

E_i = Expected Value (Equal distribution)

From Chi-Square tables, E_i is recorded at required probability level with corresponding degrees of freedom.

If $O_i < E_i$, we cannot reject the null hypothesis and vice – versa.

VII. SCOPE

IT industry is one of the quick developing industries in India. Many companies are producing the IT tools (both hardware and software). The present study is focused on

sales of the IT products. Bangalore city contributes a major part in the sales of IT products. Hence, we selected IT product selling companies in Bangalore. The aim of the study is to understand and to optimise the process of sales in the companies. This study helps the organisations to take right measures with respect to their sales. It will help them to reach the targets of the company.

VIII. LIMITATIONS

The survey is conducted within a period of 30 days. The outcomes may vary from one market to another market (other than Bangalore city). The study is based on purely primary data. Among the IT – sales companies, the required data will be collected from three major companies. Because of maintaining secrecy, companies' names are not mentioned. Required measures were taken to free from bias and prejudice in the data as far as possible.

IX. ANALYSIS

The sales management optimization of IT-sales companies in Bangalore city, the required data was collected through appropriate questionnaire. The collected information from 105 samples were analysed as follows:

- ✓ To study the association of the customers with the sales team of IT – sales companies was calculated in percentages according to association in years.

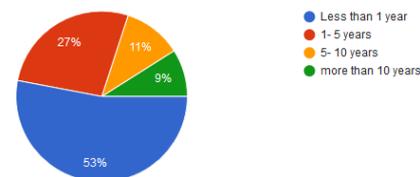


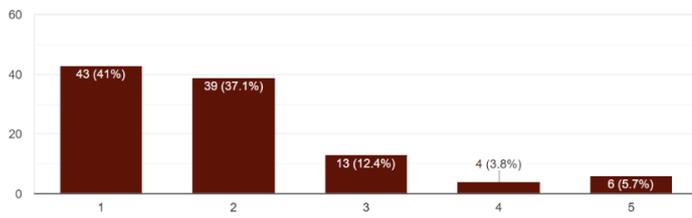
Figure.1 Customer's association with the companies

From the above information, the association of respondents with the IT – Sales companies, in years are given. It is noticed that 53% of respondents are associated with the IT-sales companies with the period of less than one year. The respondent's association with the companies between 1 – 5 years is 27%. 11% of the respondents-maintained association with the companies between 5 – 10 years. Only 9% of respondents are associated with the companies from more than 10 years.

There is a large growth in the customer base from past one year (i.e. 53%). Since there are 9% of the loyal customers who are associated from more than 10 years, company is performing well. By analysing the 27% and 11% of the respondents it is evident that company customer base is progressing continuously.

- ✓ To study the relationship maintained by the company sales representatives with the customers, calculations were made as follows:

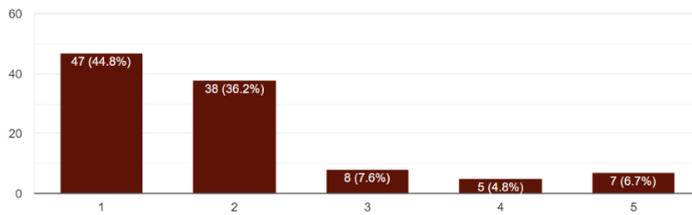
Figure.2 Customer and sales representatives' relation



More than 80% of the respondents accepted that sales representative’s maintained good relationship with them. It is a good sign to the company to grow the business. This helps in getting repetitive business from the customers. The customer loyalty towards the company will improve. This sign may also help the companies in getting good word of mouth and references.

- ✓ To understand the level of professionalism maintained by the company sales force towards customers, calculations were made as follows:

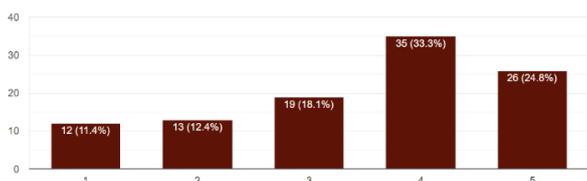
Figure.3 Customer responses on professionalism



More than 80% of the respondents agreed that company’s sales representatives maintained professional standards and 8% of the respondents took the neutral stand on this question. This shows that the sales representatives showed the high standard of professionalism. This may result in the long-lasting customer relationship and helps in the growth of sales.

- ✓ To understand the product/service delivery process, calculations were made as follows:

Figure.4 Customer responses on product/service delivery



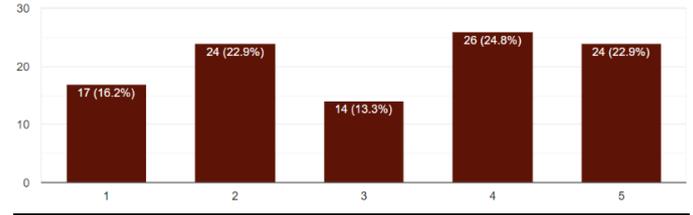
Approximately 60% of the customers did not faced any delay in the delivery of the products. In the area company can concentrate little more to optimize the delivery process. 18% of the customers took the neutral stand in this aspect. This shows that there is high possibility to get positive impression from this category of customers by making the delivery quickly so that this set of customers can make the respective IT-Sales companies as their first choice to approach to fulfil their requirements.

In case of the first objective, delay in the delivery of products/services, the study proposed to calculate the Chi – Square value to notice the significant difference of opinions of customers regarding the scale point. After calculations, $O_i = 17.61$ and $E_i = 9.49$. Hence, $O_i > E_i$. Therefore, the null hypothesis can be rejected. Hence, we infer that there is no significant delay in the delivery of products or services.

Finally, it is concluded that the performance of the organisation is well and good.

- ✓ To understand the customer’s budget constraints for procurement, following calculations were made.

Figure.5 Respondents opinion on budget constraint

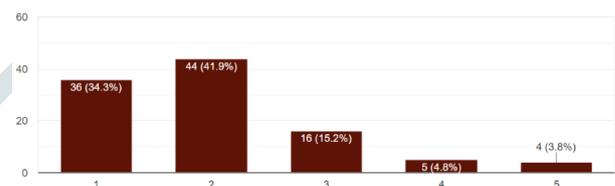


Almost half of the respondents felt budget is not the constraint and some respondents felt it is a constraint. It can influence the sales process. Companies should maintain the proper pipe line for sales and should have a clear idea when to approach the right customer to make the sale happen. The company’s sales people should be constantly in contact with the customers.

To fulfill our second objective, (i.e. budgetary constraints), Chi – Square test statistic was calculated. To study the significance of the obstacles in the budget of customers, Chi-Square test statistic was computed. From the calculations, the $O_i = 63.01$. From Chi – Square tables $E_i = 9.49$. It is observed that $O_i > E_i$. We can reject our null hypothesis with respect to budget. Its shows that the customers budget constraint is a hurdle for sales.

- ✓ To understand the customer satisfaction by the solutions provided by the IT-Sales companies, calculations were made as follows:

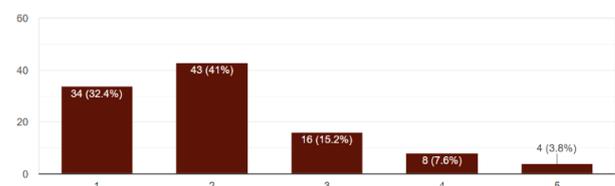
Figure.6 Customer satisfaction with the product/services provided



More than 75% of the respondents are satisfied with the solutions provided by the companies, which is a very good sign of progress. The company should maintain this standard and try to improve it. It is observed that 15.2% of the customers took the neutral stand for this question, the companies can pay more attention on these customers.

- ✓ To understand the after sales services provided by the companies are satisfactory or not, the calculations were made as follows.

Figure.7 satisfaction with the services after sales

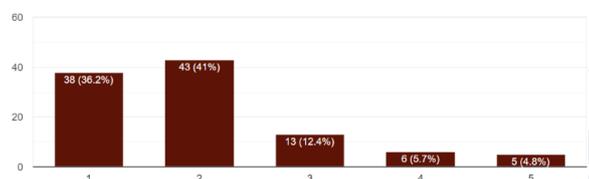


Majority of the customers (i.e. 73.4%) are satisfied with the after sales support given by the companies. Around 15% of the customers responded neutrally in this aspect and 11.4% of the customers are not completely satisfied with the service part. These companies can focus more on these customers.

To satisfy the third objective, the satisfaction levels of the customers with the services after sales by the companies, values Chi – Square test statistic was computed. Assuming that the expected of the scales are equally distributed. The $O_i = 51.4$. From statistical tables the expected value of Chi – Square with $(n - 1)$ degrees of freedom at 5% probability level is 9.49. Here, $O_i > E_i$. We can reject the null hypothesis. Hence, we infer that the after sales services provided by the companies are significantly satisfactory.

- ✓ To understand whether the product or service information is communicated to the customers by the sales representative clearly, calculations were made as follows:

Figure.8 Responses for clear communication about product/services



Most of the respondents felt that the information about product or service is properly communicated by the sales representative this also shows the communication skills of the sales representatives are very good.

X. CONCLUSION

company can increase its customer base. It also helps the company to get repetitive orders from the customers which helps the company to grow to the heights. The company is

performing well and it got the good customer reviews in many aspects. It has to concentrate on logistics through that it can get more satisfied customers. The after sales services provided by the company can be optimized so that there is a possibility that the

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