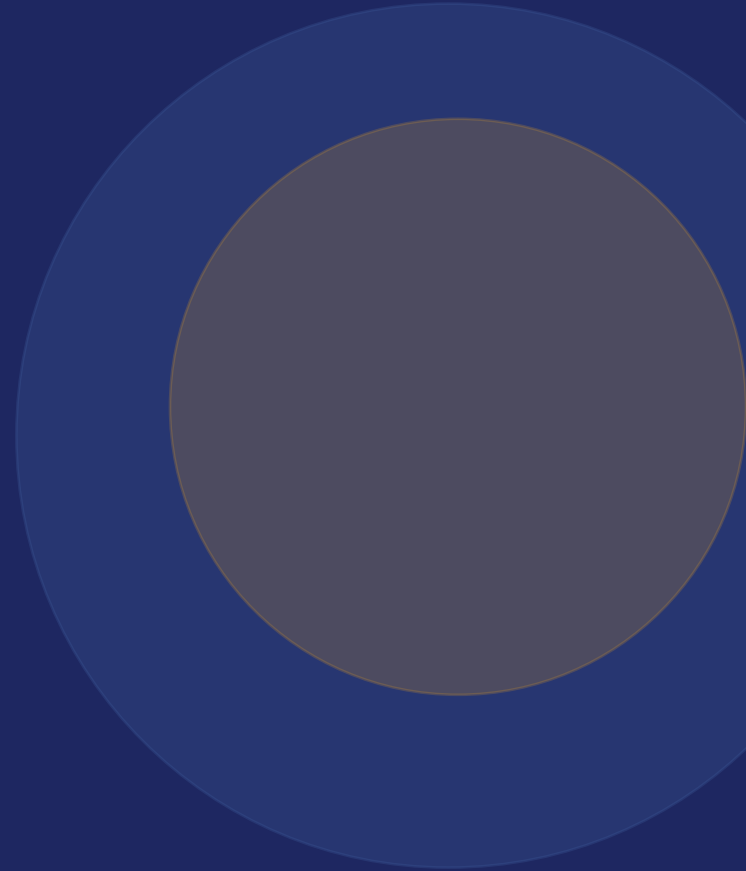


SALES

MANAGEMENT

Strategy · Execution · Growth



Meaning of Sales Management

Sales Management refers to the planning, organizing, directing, and controlling of sales activities to achieve organizational goals.

It focuses on managing sales teams, processes, and strategies to increase revenue and build a competitive advantage in the marketplace.

Objectives of Sales Management

What we aim to achieve

01

Increase Sales Volume

Drive consistent growth in overall sales

02

Maximize Profits

Optimize margins and reduce inefficiencies

03

Expand Market Share

Reach new segments and geographies

04

Improve Customer Satisfaction

Deliver exceptional buyer experiences

05

Build Long-Term Relationships

Foster loyalty and repeat business

Functions of Sales Management

1

Sales Planning

Setting goals and strategies

2

Organizing Sales Force

Building the right team structure

3

Recruitment & Training

Hiring and developing talent

4

Directing & Motivating

Leading the sales team to perform

5

Monitoring & Control

Tracking and improving performance

Sales Planning

Sales planning involves setting sales targets, forecasting demand, and developing strategies to achieve goals.

It ensures proper direction and efficient use of resources, aligning all sales activities with organizational priorities.

1 Set Targets

2 Forecast Demand

3 Design Strategy

4 Allocate Resources

Sales Forecasting

Sales forecasting predicts future sales based on past data, market trends, and customer demand. It helps in production planning, budgeting, and decision-making.

Production Planning

Align inventory and manufacturing with predicted demand

Budgeting

Allocate financial resources effectively across departments

Decision Making

Support strategic choices with data-driven insights

Sales Organization Structure

Choosing the right structure improves efficiency

Geographic Structure

Divided by territory or region for localized coverage

Product-Based Structure

Teams specialize by product line or category

Customer-Based Structure

Organized around key customer segments or accounts

Functional Structure

Separated by function: inside sales, field sales, support

Sales Force Management

A strong sales team drives business success

01

Recruitment & Selection

Attract top talent with structured hiring processes and clear role definitions

02

Training & Development

Continuously upskill sales reps on products, processes, and soft skills

03

Performance Evaluation

Measure KPIs, conversion rates, and quota attainment regularly

04

Compensation & Incentives

Design competitive pay structures that motivate high performance

Sales Motivation & Control

Motivation improves productivity and results

MOTIVATION

Incentives & Rewards

Recognition Programs

Career Growth Paths

Team Competitions

CONTROL

Performance Monitoring

Sales Target Reviews

Pipeline Tracking

Feedback & Coaching

Conclusion

1

Sales management is essential for business growth and profitability.

2

Effective sales planning, team management, and motivation lead to increased revenue and customer satisfaction.

3

Strong sales management ensures long-term organizational success.