

Successful Sales Management

1. Read the articles from the links below:

<https://theinvestorsbook.com/sales-management.html>

What is sales management? Defintion,Scope,Nature,Key Aspects

<https://www.thebalancecareers.com/what-is-a-sales-manager-2917362>

How to Be a Successful Sales Manager

2. Watch 2 videos on YouTube at :

https://youtu.be/gp65lSl8_94

Top 3 Qualities of the Most Successful Sales Professionals | Brian Tracy

<https://youtu.be/Zxe-hgaK-20>

Succeeding in Sales The Smart Way | Brian Tracy

3. Do the test connected with the articles and videos.

TEST / 28 points

Exercise 1: Decide if the following statements are true or false

1. Sales management deals only with the following issues: the formation of sales strategies; product merchandising and pricing.

T / F

2. Sales management has a specific purpose and is intended for the achievement of specified goals or objectives.

T / F

3. The sales manager does not need to perform sales management functions regularly.

T / F

4. Systematic Approach means an organized way of handling the sales function of the company where every problem has a defined and proven solution.

T / F

5. Marketing Management Integration means building a strong customer relationship to sell the products or services effectively.

T / F

6. Building an efficient sales team is the primary focus of a sales manager.

T /F

7. The sales manager does not need to provide feedback to the team on the performance.

T /F

8. The salesperson needs to prepare a sales pipeline which provides a sequential presentation of the steps involved in the sales process.

T /F

9. When the salesperson fails to achieve the desired results the sales manager needs to take charge.

T /F

10. One of the essential components of sales management is analyzing or reporting the performance of the sales team.

T /F

11. Sales Planning or Forecasting means a proper estimation of sales personnel requirement in the organization.

T /F

12. Training and Development of Salespeople means the recruitment and selection of efficient and suitable candidates for various vacant sales positions.

T /F

13. Compensation and Remuneration of Salespeople is connected with appropriate salary, remuneration, allowance, commission and other benefits to the salespeople

T /F

14. After-Sale Services include handling of queries and solving problems of the sales personnel through proper guidance and support service.

T /F

15. Planning is an essential function of sales management; it includes the formulation of goals, strategies, programmes and budget.

T /F

15 points

Exercise 2: Complete the following sentences with the best matching word the articles.

1. The sales personnel emphasizes on building up strong interpersonal relations with the _____ (9 letters), as their primary motive. Since it ultimately drives the sales and profit maximization.

2. The most critical concerns of top-level management is _____ (6 letters) maximization, which is passed on as a primary objective of the sales management.

- 3.The sales personnel is provided sufficient training, growth opportunities and support to_____ (6 letters) their overall development
- 4.Sales management is a_____ (5 letters) part of any business organization.
- 5.A sales manager is responsible for hiring and _____(6 letters) salespeople.
- 6.A manager's main responsibility is to see to it that her salespeople meet those _____ (6 letters) and uphold any policies passed down from above.
- 7.Some managers micromanage their sales team, hanging over their shoulders and constantly asking for _____(7 letters) .
- 8.So sales management is a balancing act between providing_____ (8 letters) and direction without taking this to extremes.

8 points

Exercise 3: Fill in the following gaps with appropriate answers based on the videos.

Brian Tracy he's been a best-selling author, business trainer and personal development coach for over thirty years.

Name top 3 qualities of the most successful sales professionals mentioned by Brian Tracy on YouTube at:

https://youtu.be/gp65lSl8_94

1. _____
2. _____
3. _____

Name the most important qualities of great leadership in business mentioned by Brian Tracy.

<https://youtu.be/Zxe-hgaK-20>

4. _____
5. _____

5 points