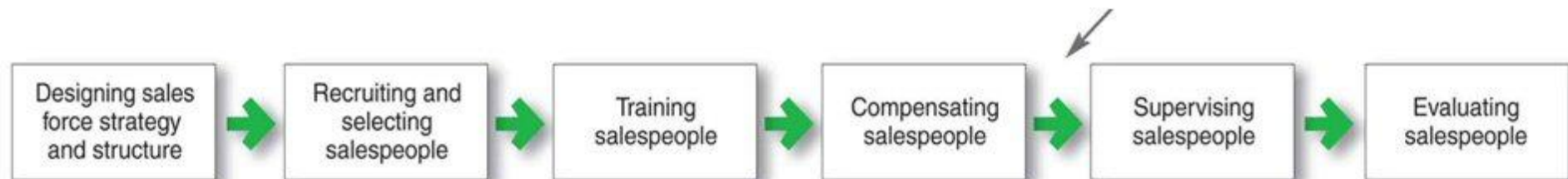


Sales Management

Managing and Training the Sales
Force

Coordinating Marketing and Sales

- Sales force management is the analysis, planning, implementation, and control of sales force activities. It includes the following:



Managing the Sales Force Activities



Management Relies on Recruiting and Training the Right People

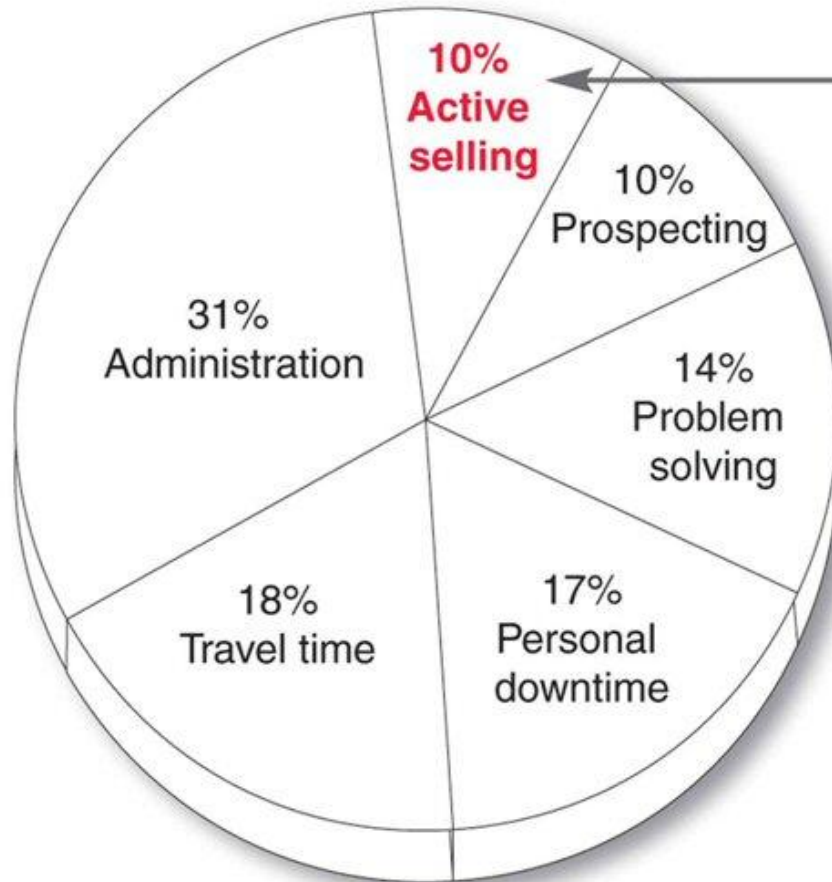


Training Salespeople

- Training includes learning about customers, the company and its products, effective selling, and the selling process



Supervising and Motivating Salespeople



This is far too little. Companies need to free up salespeople to spend much more face-to-face time with customers and prospects. For example, GE wants its salespeople to "spend four days a week in front of the customer and one day a week for all the admin stuff."

Compensating Salespeople



Supervising and Motivating Salespeople

Selling and the Internet



- Sales 2.0 is the merging of innovative sales practices with Internet 2.0 technologies to improve sales force effectiveness and efficiency

Supervising and Motivating Salespeople

Sales Quotas

- **Sales quotas** are standards that state the amount a salesperson should sell.



Sales Management

- Effective management of the sales force leads to corporate profits
- As well as satisfied customers,
 - And if relationship building and management are the goal
 - Long-term success and customer satisfaction can be the result.