

13. Sales management is defined as the planning, direction, and control of personal selling including recruiting, selecting, equipping, assigning, routing, ~~sub~~ supervising, paying, and motivating as these tasks apply to personal sales force.

Sales management originally referred exclusively to the direction of the sales force. Later the term took on broader significance in addition to the management of personal selling.

- Sales managers specifically control - but es to achieve the marketing objectives of a firm. In fact sales managers set their personal selling objectives and formulate the personal selling policies and strategies.