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Sales organisation is both an orienting point for cooperative endeavours and a structure of human relationships. It is composed of the group of individuals, striving jointly to reach qualitative and quantitative personal selling objective and bearing both informal and formal relations to one another.

⇒ Five principles of sales organisations:

- ① Great sales organizations have to thoughtful balance of inside and field sales representatives.
- ② Great sales organization do skimp on compensation.
- ③ Great sales organizations set high quotas and aggressive sales goals.

④ . Great sales organization
have a culture that cele-
brate sales success.

⑤ . Great sales organization
wear competition on their
sleeves.