

Ans 13 Scope of Sales Management

Sales management originally referred exclusively to the direction of the sales force personnel. Later the term took on the broader significance - in addition to the management of personnel selling "Sales Management" meant management of all marketing activities including advertising, sales promotion, marketing research.

- Objective of Sales Management

Following are the main objectives of the sales management

(1) To Achieve Maximum Sales :-
main objective of sales management is to increase sales

(2) To contribute to profit maximisation
(3) To contribute to continuous growth of enterprise.