

Ans=2

## Functions of Sales Executive

Functions of Sales executive may be classified under the following three heads:

1. Managerial / executive duties or functions
2. Administrative duties or functions
3. Miscellaneous duties or functions

### (1) Managerial / Executive Functions

The main function of the sales executive is the management of sales operations including sales programmes and sales personnel. The management of sales programmes include the establishment and developing short term and long term policies and sales objectives, in consultation with other heads of related departments. He develops detailed Sales programmes for his department designed to improve competitive positions, to minimize re-distribution cost and to achieve pre-determined sales goals in term of amount and Quantity.

(2)

## Administrative Functions

The administrative head of sales department is sales executive who is having full control over the staff of the department and administering sales office. He establishes an effective plan of sales organization and also controls the activities of the entire sales staff working under his control. He is leader of the sales personnel at all levels and guides, directs and provides them proper incentives so as to perform their duties effectively.

Administration of sales office is one of the important function of sales executive. It involves a lot of paper work and record keeping.

(3).

## Miscellaneous Function

(i) Maintaining cordial and effective relationship with head of other departments within the company.

(ii) To ensure that the long-term customer relationship is maintained so as to

achieve the goals of the enterprise.

(iii) To conduct selling personally so as to increase the sales volume.

(iv) To study the market conditions, problem of competition and the substitutes coming into the market.

(v) To maintain discipline in sales organisation.

(vi) To organise activities like contests, seminar, conferences.

(vii) To plan and organize distribution channel in consultation with top management.

(viii) To analyze the market thoroughly from time to time.

(ix) To undertake organizing advertise campaign ~~in~~.

(x) To prepare sales budget of a given period.

(xi) To plans sales target with other departments.