

Ans=1 Role of Sales Manager In modern Organisation

The role of sales manager in a modern organisation is most important for the success of a business enterprise. It is the fact that sales management is similar to life blood in a modern organisation. Its role can be described as follows :-

1. Helps to Achieve organisational Broad objectives :-

Sales manager helps to achieve organisational broad objective of sales maximisation, profit maximisation and continuous business growth. Sales manager manages sales force, formulates sales plan, sales budget set up sales quotas, and frames sales territories for achieving sales organisational objective.

2. Helps in effective Management of Sales force:

Sales management manages various activities of sales force.

It includes determination of sales force, recruitment, selection, and training, assigning, equipping, routing, compensating, directing, motivating and evaluating sales force.

3. Importance to Top management :-

Sales manager provides necessary market information regarding sales potential, level of competition, consumer's preferences, information about dealers, their problems etc.

4. Promotes Customer Satisfaction :-

Sales manager promotes customer satisfaction by regularly communicating with customers, studying their needs, tastes, preferences and attending their complaints.

5. Helps to face competition :-

By analysing competitor's strategies and plans, sales manager provides necessary information to the top

management, so that top manager can take effective counter decision to face competition.

6. Promotes Good will of the Organisation

Sales manager promotes good will by establishing good relation with customers, dealers, whole salers, retailers etc. Higher sales improve the image of company.

7. Helps in Skill Formation :-

Sales manager provides training to sales force and helps them to develop their skills for performing various selling activities. It helps the sales force to increase their earnings and level of job satisfaction.

8. Creates Employment opportunities :-

Marketing of goods through person selling create employment opportunities for salesmen.