

Ans 12

## Principles of sales organisation.

Following are the important principles related to sales organisation.

(a) Principle of unity of objectives! - This principle states that within an organisation sales there needs to be a unity of objectives.

(b) Principle of specialization! - This principle aims at matching the employees skills set to the right set of ~~tasks~~ specialization.

(c) Principle of co-ordination: In an organization the sales organisation structure should provide.

(d) Principle of parity of authority and responsibility.

(e) Principle of flexibility - This principle states that there can be many external & internal factors.