

Ans-2) Many sales executives get promoted into their positions because of their previous performance as sales person. In some persons have an inside track when sales executives job are being fixed the assumption is that outstanding sales persons will be outstanding sales executives job demands job demands administrative skills man beyond these require of sales people.

Personal selling experience is not as important as sales executives manage people who do personal selling performance are two different things most companies can recruit instances whose as outstanding sales person failed in a sales executives job.

Basically there are Sales executives
two sets of further
operating and training
operating function. Includ
Sales force management
handling relations hips with
personnel in other Company
and fully commanly
In lower level Sales
executive sells same
accounts personally.

The Sales executives Planning
function includes those connect
with the Sales Program

The Sales organization
and its control

The Sales executives
In responsible for setting
Personnel selling goals for
setting personal goals for
developing Sales Programs

• designed to achieve those
goals for marketing
Sales policies and
Personal selling Programs
designed to achieve