

Ans 1

Sales manager

A sales manager play a key role in the success and failure of an organization. He is the one who plays a pivotal role in achieving the sales targets and eventually generates revenue for the organization.

→ A sales manager must be very clear about his role in the organization. He should know that what he is supposed to do at the work place.

Role of Sales manager

→ A sales manager is responsible for meeting the sales targets of the organization through effectively planning and budgeting.

→ A sales manager can't work alone. He need to supports of his all sales group team where each one contribute in his best

Possible way and works towards the goals and objectives of the organization.

→ He is the one who sets the targets of sales executives and other sales.

→ A sales manager must understand who can perform a particular task in the most effective way. It is the role to extract the best out of each employee.

→ A sales manager devises strategies and techniques necessary for achieving the sales targets. He is the one who decides the future course of action for his team members.

• A sales manager is also responsible for brand promotion. He must make his product popular amongst the consumer.