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## Objective of Sales Management

- ① Revenue Generation
- ② Increase sales volume.
- ③ Sustained Profits.
- ④ Organization Growth.
- ⑤ Market Leadership.
- ⑥ Converting prospects to customers.
- ⑦ Motivate the sales force
- ⑧ Complement market activities

## Scopes of Sales Management

- ① Credibility Crisis
- ② Specialized Area.
  - Geography
  - Isolation
  - Task
- ③ Selling skill as a differentiator  
sales the quality of selling  
itself can be made a  
different factors.