

Ans 12 - Principle of Sales organization

① Principle of unity of objectives -

Success of sales organization is measured by the success of its objectives. So the objectives of the sales organization should be clear defined so that every part of sales organization tries to achieve them.

② Principle of specialization - The

sales organization should be established in such manner that work is divided among individuals all to knowledge, experiences, taste.

③ Principle of coordination - All the department established under sales organization are inter dependent.

④ Principle of parity of authority and responsibility -

4) Acc. to this principle, whatever responsibility is given to an individual he should be given an equal amount of authority to discharge his responsibility.

⑤ Principle of Exception: Acc. to this superior should retain the authority to take decision regarding ~~important~~ important activities alone and the authority to take decision on routine matters should be delegated