

Ans 2 function of sales executives

→ Many sales executives previous performance as sales person.

⇒ Basically, sales executive has two sets of function: operating and planning.

→ The operating function includes sales force management, handling relationship with personal communicating and coordinating with the trade executives.

→ Planning function include those connected with the sales program, the sales organization and its control.

→ Sales executive give to the operating and planning function varies with 1) type of product.

2) size of company.

3) the type of supervisory organization.