Sales Department Relation

The sales department occupies a strategic position. It spearheads the organisation effort to supply costumers with ever increasing quantities of products at profitable prices. To the extent that this is achieved, the company’s reputation rests upon a sound foundation.

Good products at competitive prices are not enough. Company success is affected by the dealing and associations of the sales departments with costumers and other publics. Sales department relations with other departments influences the company’s reputation with many publics. Individual sales personnel, as well as the entire department, are in a position to add to or detract from the company reputation. It is important to assure that the are alert to their responsibilities for maintaining good relations.

In companies without separate public relations department, sales executives frequently have additional responsibility for public relations. The main reason is that they have close relations with external publics. Even sales executives not assigned primary responsibility for public relations handle the public relations program as it pertains to the sales department. Under either arrangement sales executive consider the probable public relations impact when planning and administering department programs. They are responsible for maintaining satisfactory relations with all those with whom they or their subordinates come into contact.

Coordinating the activities of all departments so the maximum progress is made towards overall company objectives is top management’s responsibility. Department heads, in addition to implementing top management’s directives, harmonize their activities so that the task of all departments are accomplished effectively. Each understands the funtions of the other departments, and each is responsible for coordinating his or her department’s activities to contribute to company success.

Although the primary responsibility of top sales executives is to manage the sales department, they know the operations od the departments. Sales executives understand how other departments influence by the sales department. These are dynamic relationship, so a change in one department often has repercussions in others.

**Formal Coordinating methods**

Formal coordination among department is achieved by one or more of three methods. The first is to build coordination into the organisation through grouping allied activities inder a high-ranking executive. In most companies, chief marketing executives have reporting directly to them the heads of the departments performing marketing activities, such as sales advertising, marketing research and service. Under this arrangement marketing activities, such as sales advertising, marketing research and service, Under this arrangement, marketing executives coordinate the operations of departments under them.

The second method is to achieve coordination through the general administrative officers-the president, executive vice president, or general manager. Here the coordinating executive coordinates the operations of all companiesdepartments, not just those performing closely related tasks. This explains why the second method is most is most widely used in companies having only a small number of departments.

The third method is to use policy, planning and coordinating committiees made up of representatives of concerned departments. On the surface, this appears the weakest method, as no one executivehas responsibility for coordination. But this arrangement often works out quite satisfactorily in practice.

**Informal Coordination**

Informal coordination is generally more important than coordination.

Department heads may solve