



UNIT -1

INTRODUCTION TO SALES MANAGEMENT

► SYLLABUS:

- Introduction to Sales Management:- Evolution of Sales Management, Importance of Sales Management, Types of Selling, Difference between Selling & Marketing, Modern Day Sales Activities, Selling Skills, Selling Strategies, Selling Process.

INTRODUCTION OF SALES MANAGEMENT

- ▶ The word sales management is a combination of two words- sales and management.
- ▶ Sales is the art of planning in the mind of another a motive which will induce favorable action.
- ▶ On the other hand controlling(Management) is any common activity to achieve a pre determined goal.
- ▶ Sales management is the planning, direction and control of selling of business unit including recruiting, selecting, training, equipping, assigning, routing, supervising, paying and motivating as these tasks apply to the personnel of sales force.

EVOLUTION OF SALES MANAGEMENT

- ▶ The evolution of sales management has been shaped by shifts in technology, changes in consumer behavior , and developments in business practices.
- 1. Early 20th century: Product- focused selling.
- 2. Mid 20th century: The rise of sales techniques.
- 3. Late 20th century: Relationship selling.
- 4. 1990s-2000s: The advent of CRM and technology.
- 5. 2000s- Present: Integration of digital sales.
- 6. Present and Future: Data-driven sales and artificial intelligence.

1. Early 20th century: Product- focused selling

- ▶ In the early days, sales management was largely about pushing products to consumers. Sales efforts were product-centric ,focusing primarily on features and benefits. The role of sales managers was mainly to drive volume and manage territories without much emphasis on strategic planning or customer relationships.

2. Mid 20th century: The rise of sales techniques

- ▶ As markets became more competitive, the focus shifted towards developing sales techniques and methodologies. This era saw the introduction of structured selling processes, such as the AIDA model (Attention, Interest, Desire, Action). Sales training became more formalized, and the role of the sales manager evolved to include coaching and development of sales skills.

3. Late 20th century: Relationship selling

- ▶ By the late 20th century, businesses began recognizing the importance of customer relationships. The concept of relationship selling emerged, where the focus shifted from short-term transactions to long-term relationships. Sales managers started to emphasize customer satisfied, retention, and loyalty as key drivers of sales success.

4. 1990s- 2000s: The Advent of CRM and Technology

- ▶ The development of Customer Relationship Management (CRM) systems marked a significant shift in sales management. These systems enabled better tracking and management of customer interactions, leading to more personalized and efficient sales approaches. Sales managers began leveraging data for strategic decision-making and became more involved in using technology to improve sales productivity.

5. 2000s- Present: Integration of Digital Sales

- ▶ With the rise of the internet and digital technologies, online sales and e-commerce became integral to sales strategies. The role of sales managers expanded to include digital marketing, social media, and e-commerce platforms. The focus shifted towards omni-channel strategies, where online and offline sales channels are integrated to provide a seamless customer experience.

6. Present and Future: Data-Driven Sales and Artificial Intelligence

- ▶ Today, sales management is increasingly data-driven. Advanced analytics and artificial intelligence are used to predict customer behavior, optimize sales processes, and personalize sales approaches. Sales managers are now strategists who use insights derived from data to drive sales growth and innovation.

IMPORTANCE OF SALES MANAGEMENT



TYPES OF SELLING

- ▶ Transactional selling
- ▶ Solution selling
- ▶ Consultative selling type
- ▶ Provocative selling
- ▶ Collaborative selling
- ▶ Social Selling
- ▶ Partnership Selling
- ▶ High-Pressure Selling
- ▶ Insight Selling

DIFFERENCE BETWEEN MARKETING AND SELLING

Points	Marketing	Selling
Meaning	Marketing refers to identify and fulfill customer needs . Customer satisfaction is the core of marketing.	Selling means providing the customer with the goods he/she needs in exchange of a price.
Scope	Marketing is a wider concept . It includes Selling and other functions	Selling is a narrow concept . It is a part of the marketing concept
Functions	Satisfaction of consumers is the essence of the marketing concept.	The selling concept relies on the transfer of title and possession of the product from one person to another
Orientation	Marketing is consumer oriented . It emphasizes on consumers and the maximization of their satisfaction	Selling is production oriented . It emphasizes on production and its efficiency
Role of consumer	Marketing views the customer as the very purpose of the business	Selling views customer as a last link in business

MODERN DAY SALES ACTIVITIES

- ▶ Making sales calls.
- ▶ Sending sales emails.
- ▶ Building sales funnels.
- ▶ Managing sales pipelines.
- ▶ Updating customer profiles.
- ▶ Creating detailed sales reports.
- ▶ Attending important sales meetings.

SELLING SKILLS

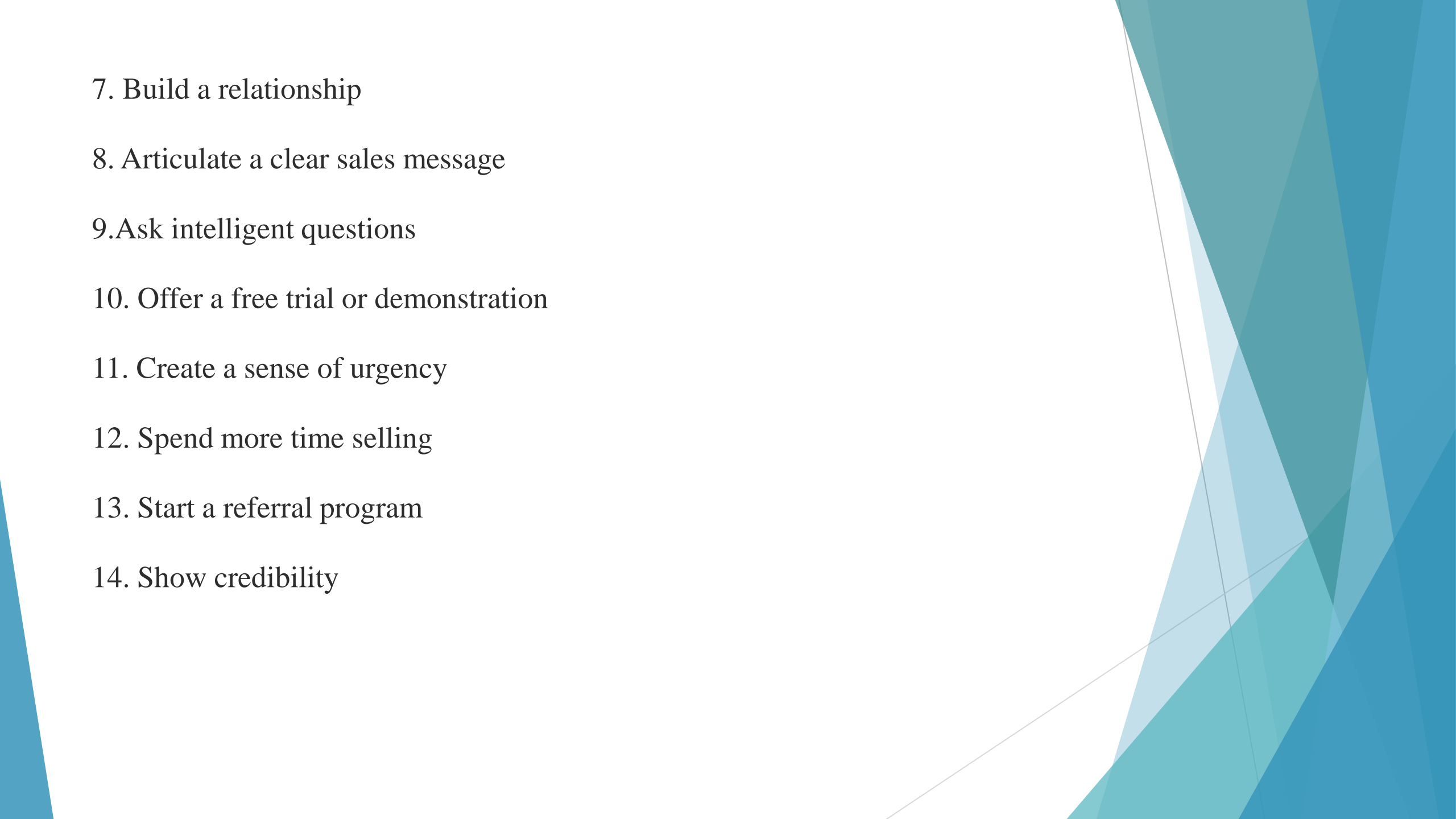
- ▶ Having strong selling skills means being able to explain how your product works, what value it provides, and why your prospects need it. Knowing everything about your product also helps you develop credibility with your prospects—they'll know they can trust you when you easily answer any question they throw at you.
- ▶ **7 Essential Selling skills are:** Communication skills, Active listening skills, Persuasive skills, Collaboration skills, Self- Motivation skills, Problem solving skills, Negotiation skills.

SELLING STRATEGIES

▶ A documented plan for positioning and selling your product or service to qualified buyers in a way that differentiates your solution from competitors.

▶ **14 effective selling strategies are:**

1. Identify a problem and solve it
2. Understand your product
3. Price appropriately
4. Know your customer
5. Align with your customer's needs
6. Don't sell what isn't needed

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7. Build a relationship
 8. Articulate a clear sales message
 9. Ask intelligent questions
 10. Offer a free trial or demonstration
 11. Create a sense of urgency
 12. Spend more time selling
 13. Start a referral program
 14. Show credibility

SELLING PROCESS

