

SALES MANAGEMENT SYSTEM

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Sales Management

- Sales management is attainment of an organization's sales goals in an effective & efficient manner through planning, staffing, training, leading & controlling organizational resources. Revenue, sales, and sources of funds fuel organizations and the management of that process is the most important function.

Sales Management Process

1. Conception – What will be offered?
2. Planning – How?
3. Execution – When and at what pace and scale?
4. Control – How will feedback and contingencies be acted upon?
5. Feedback – How we have to integrate and reply back activity to activity?

Objectives of sales management

- Sales volume
- Contribution to profits
- Continuing growth
- Planning
- Proper allocation of resources

Difference Between Sales Management, Personal Selling, Salesmanship

- Sales management directs the personal selling efforts,
- Which in turn is implemented largely through salesmanship.
- Sales management directs all different marketing option to be planed and organize to achieve profits and more customers.
- Personal selling is a broader concept than salesmanship, personal selling is the art of successfully persuading prospects or customers to buy a product or services from which they can derive suitable benefits, thereby increasing their total satisfaction.

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- Salesmanship is seller-initiated effort that provides prospective buyers with information and other benefits, motivating or persuading them to decide in favor of the seller's product or service.

The Selling Process and Examples of Prospect's Thoughts and Questions

Steps in the Selling Process	Prospect's Mental Steps	Prospect's Potential Verbal and Mental Questions
1. Prospecting Salesperson locates and qualifies prospects		
2. Preapproach Salesperson determines sales call objective, develops customer profile, customer benefit program and selling strategies. Customer's needs are determined.		

Steps in the Selling Process	Prospect's Mental Steps	Prospect's Potential Verbal and Mental Questions
3. Approach Salesperson obtains interview, meets prospect, and begins individualized sales presentation. Needs are further uncovered.	<i>Attention</i> due to arousal of potential need or problem. <i>Interest</i> due to recognized need or problem and the desire to fulfill the need or solve the problem.	Should I see salesperson? Should I continue to listen, interact, devote much time to a salesperson? What's in it for me?

Steps in the Selling Process	Prospect's Mental Steps	Prospect's Potential Verbal and Mental Questions
4. Presentation Salesperson relates product benefits to needs, using demonstration, dramatizations, visuals, and proof statements.	<i>Interest</i> in information that provides knowledge and influences perceptions and attitude. <i>Desire</i> begins to develop based on information evaluation of product features, advantages, and benefits. This is due to forming positive attitudes that product may fulfill need or solve problem. Positive attitudes brought about by knowledge obtained from presentation.	Is the salesperson prepared? Are my needs understood? Is the seller interested in my needs? Should I continue to listen and interact? So what? (to statements about features) Prove it! (to statements about advantages) Are the benefits of this product the best to fulfill my needs?

Steps in the Selling Process	Prospect's Mental Steps	Prospect's Potential Verbal and Mental Questions
5. Trial close Salesperson asks prospect's opinion on benefits during and after presentation.	<i>Desire</i> continues based on information evaluation.	
6. Objections Salesperson uncovers objections.	<i>Desire</i> continues based on information evaluation.	Do I understand the salesperson's marketing plan and business proposition? I need more information to make a decision. Can you meet my conditions?

Steps in the Selling Process	Prospect's Mental Steps	Prospect's Potential Verbal and Mental Questions
7. Meet Objections Salesperson satisfactorily answers objections.	<i>Desire</i> begins to be transformed into belief. <i>Conviction</i> established due to belief the product and salesperson can solve needs or problems better than competitive products. Appears ready to buy.	Let me see the reaction when I give the salesperson a hard time. I have a minor/major objection to what you are saying. Is something nonverbal being communicated? Did I get a reasonable answer to my objection?

Steps in the Selling Process	Prospect's Mental Steps	Prospect's Potential Verbal and Mental Questions
8. Trial Close Salesperson uses another trial close to see if objections have been overcome; or if presentation went smoothly before the close, to determine if the prospect is ready to buy.	<i>Conviction</i> becomes stronger.	Can I believe and trust this person? Should I reveal my real concerns?

Steps in the Selling Process	Prospect's Mental Steps	Prospect's Potential Verbal and Mental Questions
9. Close Salesperson has determined prospect is ready to buy and now asks for the order.	<i>Action</i> (purchase) occurs based on positive beliefs that the product will fulfill needs or solve problems.	I am asked to make a buying decision now. If I buy and I am dissatisfied, what can I do? Will I receive after-the-sale service as promised? What are my expectations toward this purchase? Why don't you ask me to buy? Ask one more time and I'll buy.

Steps in the Selling Process	Prospect's Mental Steps	Prospect's Potential Verbal and Mental Questions
10. Follow-Up Salesperson provides customer service after the sale.	<i>Satisfaction—Dissatisfaction</i>	Did the product meet my expectations? Am I experiencing dissonance? How is the service associated with this product? Should I buy again from this salesperson?