

# Sales & Distribution Management



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## Description

**Sales & Distribution Management SOLVED PAPERS AND GUESS**

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**RATING OF BOOK: EXCELLENT**

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**Sales & Distribution Management**

Unit

Contents

Sessions

1

Introduction to Sales and Distribution Management

1.1. Sales Management: Objectives, Nature & Scope, Sales Environment, Sales Planning, Strategic role of sales management.

1.2. Marketing Channels: Functions and Significance, Structure - Vertical and Horizontal, Symbiotic, Role of marketing channels in the dynamic market place, Designing the Market Channel system, Channels for Consumer goods, Industrial goods, Inter Dependency of Sales & Distribution

1.3. Managing Marketing Channels: Channel Policies, Choice of the channel, Organizational Pattern in the Channel, Assessing Channel Performance, Causes for Channel Conflict & Techniques to overcome conflict, Channel Information System.

2

Organizing the Sales Force

2.1. Objectives & Structure of Sales Organization,

2.2. Organizing the Sales Force, Recruitment, selection and training the sales force.

2.3. Field Sales Planning, Compensation and Evaluation of Sales Force.

3

Sales Planning & Control

3.1. Sales Planning: Sales Forecasting & Budgeting, Sales Quotas and Targets

3.2. Sales Control: Reporting Formats for Primary and Secondary Sales, Monthly Sales Plan, Territory Sales and Coverage Plan, Daily Sales Call Report, Expired Goods and Breakage Return Report, Fortnightly Sales Review Report, Order Booking Report, Monthly and Quarterly Sales Report.

3.3. Sales Audit: Sales Force Productivity Indicators (Value and Volume) – Territory Productivity, Per Person per Month Productivity, Sales to Marketing Expenses Ratio.

3.4. Specialized Techniques in Selling: Tele / Mobile Marketing, Online Marketing, E Commerce.

4

## Marketing Channels

4.1. Significance and role of channels, C&F Agents, Types of the Wholesalers.

4.2. Franchising: Significance and importance of Franchisee in Channel Decision –Advantages of Franchisee –Process of appointment of Franchisee- Franchiser Franchisee relationship. RoI calculation at Dealer Level.

5

## Retailing

5.1. Nature and Importance of Retailing, Types of Retailers, Organized & unorganised Retailing Formats, Retail Merchandising, Retail Decision Location and Size.

5.2. Retailer Promotion: Advertising, Sales Promotion and POP Promotion, Shelf Management, Communicating with the retailer customer, Economic cost of retailing, New Trends in Retailing, Role and Significance of Multi-level Marketing.

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