

Sales Manager



Brand: Mehta Solutions

Product Code: case242

Weight: 0.00kg

Price: Rs500

Short Description
Sales Manager

Description

Sales Manager CAST STUDY solution

Read the following case carefully and answer the questions given at the end :

As a Sales Manager of SAL PVT. LTD, a new company manufacturing and marketing aluminium extruded products, such as doors, windows, partition aluminium frames, etc. is targeting both the household and institutions in the domestic market. The factory is located in Karnataka. Having discussed and decided with the CEO to initially focus sales and distribution efforts in Southern region consisting of Karnataka, Tamilnadu, Andhra Pradesh and Kerala, you have been assigned the crucial task of designing the sales territories to optimally cover the aforesaid four Southern States.

Questions

- (a) How would you go about your task in designing the sales territories ?
- (b) What major criteria would you keep in mind in assigning Sales persons to different territories ?
- (c) Discuss some of the non-financial motivators that you can use for motivating the sales force

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers