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*Perspective*

## Sales management strategies to improve workforce

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### OVERVIEW

Sales management is a business discipline concerned with the actual application of sales methods as well as the oversight of a company's sales operations. It is a critical business function because net sales from the sale of items and services, as well as the profit generated, are the lifeblood of most commercial enterprises. These are also common sales management goals and performance measures. Sales management is defined as the planning, direction, and control of personal selling activities such as recruiting, selecting, equipping, assigning, routing, overseeing, paying, and motivating workers.

Originally, the term sales management referred solely to the direction of a sales team. In addition to the administration of personal selling, the phrase later took on a larger meaning. Sales management contributes specifically to a company's marketing objectives. Sales managers, in fact, set personal selling goals and develop personal selling policies and techniques. The term "sales management" is formed by combining the words "sales" and "management." Sales are the art of creating a motive in the mind of another person that would cause them to take a favourable action. Originally, the term sales management referred solely to the direction of a sales team. In addition to the administration of personal selling, the phrase later took on a larger meaning. All marketing activities, including advertising, sales promotion, marketing research, physical distribution, pricing, and product merchandising, were included in sales management. It included various marketing activities such as advertising, sales promotion, marketing research, physical distribution, pricing, merchandising, and so on, in addition to personal selling management. The selling effort is likewise organised by sales management. There are a few things that have been noticed that should motivate future salespeople. The first is that salespeople are frequently the highest paid

employees in the company, and sales are frequently regarded as the quickest and safest path to top management. It is critical for businesses to establish and maintain a strong sales staff. This is because a sales manager is responsible for not only managing the sales force in order to achieve target-based sales results, but also for performing managerial functions such as planning sales efforts and organising, directing, motivating, coordinating, and controlling the sales force in order to meet sales targets. Sales management is situated on the outskirts of marketing management. Marketing management, in a broad sense, determines the function of various promotional activities, such as personal selling. Sales management is in charge of overseeing personal selling efforts, the outcomes of which have an impact on the marketing department. Sales management contributes specifically to a company's marketing objectives. Sales managers, in fact, set personal selling goals and develop personal selling policies and techniques. They construct the sales budget as part of marketing planning, with the marketing department's overall objectives in mind. The term "sales management" refers to the process of planning and organising individual selling operations. It also handles the functions of personal selling such as recruiting, selecting, and training, assigning, routing, leading, motivating, remunerating, evaluating, and regulating the sales force. Sales management is in charge of putting the marketing plan into action in order to boost sales. Sales management is the process of planning a company's sales tactics as well as hiring, training, supervising, and motivating salespeople to carry them out. As a result, it is a crucial part of the marketing process. There is also a wide range of personal preferences among sales managers in terms of organisational, motivational, and planning approaches and strategies. As a result, the sales manager's primary responsibilities include identifying salespeople who are likely to be good self-starters, training them, assigning them to the appropriate territories, motivating them, and keeping track of their efforts. Sales management is, in a nutshell, a people-oriented career. A sales manager must understand not only

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what makes people buy, but also what keeps salespeople happy and productive in order to be successful. As a result, the sales manager's primary responsibilities include identifying salespeople who are likely to be good self-starters, training them, assigning them to the appropriate territories, motivating

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