SALES MANAGEMENT PROCESS

sales management is the process of developing, planning, monitoring, and controlling the entire process of selling your company's goods or services. It also concerns recruiting, training, and supervising your sales force and covers all pre-sales sales and post-sales activities. American Marketing Association defines it as "selling is the personal or impersonal process of assisting and persuading a prospective customer to buy a commodity or a service or to act favourably upon an idea that has commercial significance to the seller."

Sales management initially referred only to the direction of the sales force. Later, the term took on broader significance in addition to the management of personal selling. It encompassed other marketing activities like advertising, sales promotion, marketing research, physical distribution, pricing etc. Because there are so many moving parts within an organization, the sales management process needs to be fully accepted to ensure each aspect of the collective sales effort is operating efficiently.

Components of sales management

There must be three key components present in your sales management process.

Sales strategy: without having a clear strategy your sales efforts will be fruitless. To know what resources and specialists your business may require you should set up a sales process and plan a series of activities at every stage of your sales funnel or sales pipeline. Sales funnel or pipeline describes a single customer's journey through five steps, that is, awareness, interest, consideration, decision, and purchase.

Sales operations: a subtle strategy isn't worth a penny without being implemented properly. Your sales team must be provided with all the required resources for becoming a revenue generating unit salesperson directly deals with:

> *lead conversion* - they build a bridge between what the client needs and what your company can offer
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> *business growth* - sales representatives initialize referrals and help build customer loyalty
>
> *client retention* - a small increase in retention rates may boost profits by huge margin