

Sales operations and management

[Business](#), [Marketing](#)



Blunders and Successes in Sales Blunders and Successes in Sales The sales department is very essential in any firm. This paper examines how sales person overcome rejection and the role of the managers in enabling them overcome this. It also recognizes the role of Emails in marketing.

From a personal perspective, discuss how I would handle the rejection in sales.

As a sales person rejections are prone to occur on a regular basis and how one deal with rejections determine their success in this area. To deal with rejections it is important not to take them personally, I believe that when a customer says no they are saying no to the deal and not to me, it is, therefore, important to discover the prospects points and this will in most cases convert the rejection into a sale (Wore, 2013).

Research on how sales managers motivate their people through the rejection.

Sales manager can assist the sales people to overcome rejection by teaching them to rejoice in nos since if they occur at the beginning of a transaction they save on time that would have been spent on the prospect client.

Communicating with individual sales people enables the manager to understand them making it easy to motivate and inspire them individually.

The managers should also coach their sales representative to ensure they are well equipped before they embark on their duties (Vaynerchuk, 2013).

E-mail marketing is a powerful sales tool when used correctly.

EMAIL mail marketing is an effective marketing strategy. Giving of email address to prospective customers is a lower barrier and it provides an opportunity to interact with the customers. It is important for a company to

create a list of emails since this enables the creation of a relationship with the customers; this may result to continued sales. If well used, emails will help in building a business (Kotler & Keller, 2011).

References

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