

Sales management case studies example

[Business](#), [Company](#)



1. Fred made the position more attractive for Victor, who had no experience in this position. He diplomatically responded to the questions of the applicant, somewhat misrepresenting the position, not mentioning in fact the actual degree of demand of this job. For Fred it was a winning situation, but maybe if presented in another way, Victor wouldn't have been so enthusiastic about the job offered, given the fact that he needs more time to spend with his family.
2. The key concepts of socialization are represented by achieving realism and achieving congruence (Ingram). Out of the two, congruence has been achieved, both on the sales manager side and the applicant, as they both find that the job position is suitable for the applicant and full of opportunities. Realism on the other hand has been partially achieved, in my opinion as the applicant doesn't have a full view of the demands on him, nor of how things work in the company as he didn't get a " field visit".
3. It is possible that Victor would find it difficult to adjust to the program requested by the job position, not being as much as he wants with his family. On the other hand, he may compromise and see the potential of the job for evolution, and the high salary, therefore stay on the job and try evolving as quickly as possible.
4. Victor's responsibility is to ask the right questions in the interview and get as clear picture as he can about what his tasks are and whether he wants to fill in or not.
5. Fred should first of all develop a strategy for recruitment and selection processes that are most suitable for the area, in which the applicant is supposed to work, analyze and determine before making the job offer all the

criteria that may arise so that he would be prepared for any outcome of the situation. He may develop tools or give tests to the applicants. Also, he could turn on to University's and organize tests for students willing to participate. In fewer words, get more involved, get to action and not just wait for the most suitable applicant to come and admit on wanting to have an interview and apply for the position.

1. I believe that the goals set by Chip are good, but the method imposed may have not been the best idea. Before starting the training program maybe Chip should have surveyed whether his employees agree with the method of the webinar training, or if they would prefer to have classes. Maybe in their case, seminars in a class would have been a more efficient method than the webinars held.

2. The only difference in the training program outlined is that it is in a physical place, in a classroom of the company. It would be more successful as Chip could get more control over the salesforce and the salesforce would pay much more attention to what is being taught to them. They would be much more serious about it than online, in an uncontrollable environment, from that point of view.

3. The salesforce should have a good reaction after the training program as it is obvious the company wants to invest in them, improve their abilities and skills, as well as retain its employees. It is a great gain for the salesforce, their value being increased after learning the new things taught by chip Dipston.

1. According to Ingram et al (2012), the problem of using the benchmarking process for an organization should first of all imply the identification of the

company or salesforce to benchmark. In order to do that, there is the need to do some literature research, have personal contact to find the most suitable company doing the same business in an exceptional manner. The traits of the most suitable company should be: winner of industry award; recognized for functional excellence or receiver of national quality award. “ Those processes that have the greatest impact on sales productivity should be benchmarked”.

2. According to Accenture’s study, Capture the Mass Affluent by Unlocking Sales Force Effectiveness, there are four steps in boosting the performance of the salesforce, making it more effective. The first step is represented by improvement for generating higher performance. The second step is represented by retention; sustaining high performance and retaining talent. The third one consists in the attraction, identification, recruitment and hiring of the right salesforce. The last step is the building and development of the new salesforce.

References

Capture The Mass Affluent By Unlocking Sales Force Effectiveness. 1st ed.

Accenture, 2013. Web. 5 Dec. 2014.

Ingram, Thomas N. Sales Management. Armonk, NY: M. E. Sharpe, 2012.

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