

Sales management and the salesman



Sales Management and Section # of Sales Management Sales management is essential in maintaining effective relationships with customers and enhances relationship marketing to create a despicable brand image which is the basic driver for increased brand loyalty. The sales manager is justified in exploding at the salesman. A sales manager's job is to sell the right product at the right time and to the right person. The manager expects his team of salesmen to help him do his job effectively and for the success of the company. There can be various reasons to this attitude of the sales manager. They are explained below.

Any manager or a person who is an essential part of a company will want maximum utility of their product. When the salesman sold the most expensive and top-of-the-range software to a 2-man antique shop then the product was way beyond their needs since they needed a simple accounting software and people have a habit of talking bad about a product when it is of no use to them. Since word of mouth is a very strong advertising technique that decides the success or failure of a company. It can turn a star product into a useless dog if let loose or not used effectively. Since there is no coming back in this technique because once the company's image goes down the drain the effects are fatal.

Another reason can be the irresponsibility of the salesman. A good salesman must think out of the box and it is their duty to help the customer find the best product. If the salesman is able to attract the customer with his skills then the next step is influencing the customer enough to create brand loyalty. Further brand loyalty can be cashed at every step of the selling process. But the salesman in this case, being a star salesman for some reason failed to fulfil this requirement.

Lastly, such blunders can spoil the brand image of the company. Since it is the duty of the salesman to help the customer choose a product that will be best for them otherwise the customer gets a bad impression and refuses to return to the shop. A salesman is supposed to be helpful and have knowledge of products and their uses. A salesman is supposed to ask the customer the use of the product they are buying and then help them choose the best. In this case the salesman was just thinking about raising his mark and to sell an expensive product for profits and later when the customer will use the product he/she will get a bad impression since customer is the king and he is to be pampered in order to sell the products. It is important for any company to create goodwill at every step of the selling process and the salesman in this case did put the company's goodwill at risk.

There are reasons to what motivated the salesman to do this order. First being the big idea of selling an expensive product that will bring profits and this way he will be able to raise his mark further in the company. The reason was his own position and he ignored the negative aspects of his action. The employees of a company are expected to think about the company first and then themselves. The salesman failed to fulfil the basic requirement of a good employee.

Personally, I believe the sales manager's anger is justified. I will respond in exactly the same way but not exactly explode at the salesman because he made a mistake and we all learn from our mistakes. I would have actually motivated him to become a better salesman by demonstrating a few skills and also make him realise that he must do a cost-benefit analysis before putting his thoughts into action. This way he will learn and not repeat his mistake. Since teamwork is essential for a company's success.