

As a sales manager
in today's difficult
retail environment,
what steps do you
tak...

[Profession](#), [Manager](#)



Measures for Improving Performance. Inserts His/Her Inserts Grade Inserts 26

March Successful marketing focuses on filling a need (Weihrich, 2009). The research focuses on the steps the sales manager must implement in today's difficult retail environment to ensure the team members achieve their sales productivity and provide excellence in Australian retail industry customer service market segment. The research focuses on the four steps of the marketing strategy. Implementation of the four step of the company's marketing strategy will ensure the team members achieve their sales productivity and provide excellence in Australian retail industry customer service market segment. The Australian retail sales manager has to focus on the four major marketing strategy steps to succeed in the Australian retail market segment. First, the Australian retail sales manager has to focus on the product and service step of the company's marketing strategy. According to Ritz (2007), the Australian retail company must implement some marketing changes to increase the clients' demand for its products. The company must add additional shoe styles. The stores must offer the best service and sell high quality food, and other retail products based on the latest Australian retail market segment trends. The company must increase the store displays of the highly salable products in the food, grocery, and other retail products. The company must conduct a feasibility study to determine the current Australian retail product trends to determine what products to sell in the retail outlets. Second, the Australian retail sales manager has to focus on the price step of the Australian retail company's marketing strategy. Czinkota (2007) insists that the company must institute

reasonable prices to increase its client base. The reasonable price is not the same as the lowest price. The reasonable price is not the same as the highest price. Rather, the reasonable price is grounded on the competitors' prices, the company's production costs, and the company's profit policies. Third, the Australian retail sales manager has to focus on the place step of the Australian retail company's marketing strategy. Fisk (2006) opined that the company can enhance its marketing policy on location. The retail outlets should set up in places frequently by lots of people. The places include malls, grocery stores, and busy city districts. Additional display shops will help increase the Australian retail company's current revenues. The company can set up shops in the international market to increase its revenue. Fourth, the Australian retail sales manager has to focus on the promotion step of the Australian retail company's marketing strategy. McDonald (2007) theorized that the company must increase its advertising activities to increase its Australian retail outlets' revenues. The company must increase its allotted advertising and promotion budget to attract current and future shoe clients. The company can also institute special offers to increase its revenues. Based on the above discussion, successful marketing focuses on filling the Australian retail clients' need to improve performance. The Australian retail company's sales manager must focus on the product and price steps of the marketing strategy. Further, the sales manager should focus on the place and promotion steps of the marketing strategy. Indeed, the sales manager in today's difficult retail environment must institute several steps to ensure the team members achieve their sales productivity and provide excellence in

Australian retail industry customer service market segment. References:

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