

Mgmt412 ip #2 research paper example

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



Management

MANAGEMENT

Project Scope Statement

The project scope statement for sales and marketing of new products from Winsome is detailed below (Duggan & Demand Media, 2013).

Objective

Sales and marketing of new products.

Deliverables

- Sales training.
- Successful advertisement campaigns.
- Sales departments in various areas.
- Implementation of marketing communication strategies.
- Collaborate with wholesalers and retailers for promoting products.
- Establish the products in the market.
- Create a loyal customer base.
- Customer service training.
- Efficient customer service centers.
- Obtain feedback from customers for improving the features of products.

MANAGEMENT

Levels of Detail

- Identification of the best salespeople.
- Application of up-to-date marketing strategies.
- Details about product design and features.
- Market research for assessing the demand of products.

- Surveys for identifying the various classes of customers, that is, those who are most likely to buy the products.
- Customizing sales and marketing to suit these requirements.
- Launching the product in areas of demand.
- Promotion of the product through media, door-to-door campaigns, stores and the Internet.
- Identifying successful salespeople and motivating them through rewards.
- Identifying successful marketing strategies and implementing them for promoting further sales.
- Finding wholesalers and retailers who can promote the products
- Locating key areas where the products can be introduced as part of a larger campaign.
- Monitoring effective operations of customer service centers.
- Query for feedback from customers.
- Working on new strategies for sales and marketing, based on the feedback.

- Use of the latest technological tools for staff training and for implementing plans.

MANAGEMENT

Exclusions

- Recruitment of sales trainers.
- Recruitment of salespeople.
- Determining the budget for advertising and marketing.
- Setting up infrastructure for opening sales departments.
- Establishing infrastructure for efficient customer service centers.

- Conduct training for customer service staff.
- Product maintenance and repair.

Assumptions (Gielda & Jones, 2013)

- Continuous support will be provided by the business sponsor even if sales plummet.
- Adequate resources will be available to staff the sales and marketing division as well as to the staff members themselves.
- Clear understanding of the market shifts.
- Estimation of market value of the products based on this understanding.
- Knowledge of primary targets for marketing.
- Capability of identifying key factors influencing the purchase of products.
- Assumption of the decision criteria used by customers to buy the new products.
- Salespeople can anticipate the hurdles they are likely to face and are capable of overcoming them.

MANAGEMENT

Key Points, objections, and response

Effective strategies for sales and marketing have to be discussed with the managers. The channels through which the products should be marketed have to be determined. It has to be decided whether local media and online media have to be utilized for this purpose. Strategies for door-to-door marketing should also be discussed to formulate clear proposals before starting the project. Methods for collaborating with retailers and wholesalers have to be worked out with managers. Details about training of staff should

also be planned in advance. In addition, assignment of various stages of the project to staff members and division of work among them should be discussed.

Sales and marketing managers are likely to pose objections to the campaigning strategies proposed by the project manager. Sales and department managers may have different views about the mode of marketing to be adopted. Some may prefer traditional models such as local salesmen making door-to-door calls to promote the product or introducing the new products in the local market. Some may prefer application of the latest systems for this purpose. They may prefer the use of the Internet and conducting campaigns through social networking sites.

Sales and marketing managers may also disagree about the way work is assigned and divided among staff members. They may consider some salespeople to be more skilful in some fields and hence may promote them for that job. The project manager can listen to the objections and decide on the merits and demerits of each point. She can assess the situation objectively and lay out the details that are pertinent to taking a final decision on the factors discussed.

As regards campaigning strategies, the project manager can remind sales and marketing managers that depending on the geographical location, different marketing plans may have to be

MANAGEMENT

implemented to generate sales. Different options can be considered for establishing the products in the market. The main aspect is to verify which

methods can possibly yield dividends in creating a profitable business.

MANAGEMENT

References

- Duggan, T., & Demand Media. (2013). Components of project scope statements. Houston Chronicle. Retrieved from <http://smallbusiness.chron.com/components-project-scope-statements-56931.html>
- Giolda, S., & Jones, K. (2013). Five assumptions that cause new product launches to fail — Part 2. Ignite. Retrieved from <http://www.igniteselling.com/blog/?p=632>