

Changing customer needs and aspirations



**ASSIGN
BUSTER**

In today's global marketplace, managers face many challenges to meet changing customer needs and aspirations. It has become the concept of customer service in recent times is more complicated because of globalization of goods and services. Customers become familiar with decision-makers because of the abundance of information on the Internet and the media. Today the consumer is more interested in how the vendor can solve the fundamental problems at the end of the day and add value to the product or service. The role of businessmen and the agency is now more important than ever to achieve success in this new global competitive market. As a result, sales managers and a new challenge to respond to this new environment, with innovative technologies to manage and motivate the sales force. The following sections specify general conditions for sales management, and study the role of director of sales, and focus on the methods used to manage, lead and motivate staff.

Sales Management in

And can easily manage sales, as specified in the planning, implementation and monitoring communication programs aimed at achieving personal sales goals and profits. Overall, sales managers are responsible for direct sales program for the company. In the implementation of this goal, and the appointment of director of sales territories, set goals and to develop training programs. In addition to identifying individual goals, and sales managers to monitor vendor performance, and continuously provide guidance and leadership on how to improve their performance.

It will be the organizational structure to manage the sales depends on the size of the business and strategy. In the area of sales management, and the structure consists of a unit manager, area manager, regional manager, general manager and vice president of sales. And often referred to as Unit Operator as a manager in training with the interaction that takes place on the level of customers. The main responsibilities of the operator and the new units include the training of sales representatives, employment, and sales of small accounts and the implementation of neighborhood meetings. And area managers, one step away from the heads of units, from 5 to 10 years of experience in management and public administration 80-10 sales. Area managers usually report to the Regional Director, who is responsible for the management of multiple regions in a given geographical area. Sometimes referred to the Director-General of the vice president of sales and marketing. This was a position traditionally the leader of the sales organization, with the vice president of marketing and sales strategy to lead the company's sales.

There are clear differences between the base and high level managers. The main difference is the amount of time spent in each of their functions. Lower level managers spend most of their time on sellers of personal, direct and monitor. Senior managers generally focus on planning, organizing and coordinating the marketing strategy with the overall objectives of the business sector. They also forecast sales, set goals, develop strategies and policies, and budgeting.

Management Strategy, Sales and Marketing

Facing sales managers with many challenges in designing effective marketing strategy. How should the restructuring of the sales force? How big of a sales force is required? How can the sales force to deliver their message? Strategies vary depending on the number of products offered by the company, and if the company sells a certain type of customers to sell to different customers.

When you sell the production line to one sector, with customers in many locations, the use of a regional strategy for the sale. With this strategy, will be appointed the exclusive representative of land sales in the region. These representatives sell full product line consists of multiple products to customers in that region. A good example of this strategy is the sale of food equipment. A representative of a commercial food equipment in general, and encourage companies range of products for sale, restaurants, schools, canteens and in specific territories.

And is often used when the product sales strategy to sell the company along product lines. Using this strategy, bed sales representatives will require them to focus on selling one product or a small group of selected products. And use this strategy when product managers are numerous and complex. Used widely in the sales of this strategy, which focused on medical sales representative to sell products, medical care and specific health that are part of a specialized field of medicine.

Finally, sales managers can use the strategy of the sales force customer-oriented vendors that specialize in matching clients to target specific

products or services. This strategy enables the company to focus more on building strong relationships and long-term relationships with key customers.

Motivate the sales force

Subject of special attention in the field of sales management is motivation. Motivation is probably the most important aspect of sales management. If it is sorted correctly the sales force, and the selection of trainers, and the product is right, then it becomes the decisive motivation for success. There are many reasons to motivate the sales force is an important part of the sales process. First, we must deal with the vendor acceptance and rejection on a continuous basis. It is to be exalted as a result of the sale of a large disappointment that comes from being rejected. In many cases, sellers will spend long hours on the road, away from their families, which may affect public morale. This, in addition to the fact that vendors usually operate without the supervision of management, indicates that these people require a high level of personal reasons, in order to produce consistently good results. Finally, motivation has a direct impact on the level of enthusiasm and a street vendor in providing the product or service for the client. If the seller is passionate and enthusiastic about the product or service, it can directly affect the decision of the customer to purchase and develop strong relationships for future purchases. However, it is important to note that sales managers are responsible for establishing and maintaining an effective level of motivation in employees. In addition to providing strong leadership, director of marketing and sales to stimulate the force to achieve predetermined sales targets.

Managers can use a variety of tools to stimulate a successful sales force. Strongest motivation is the compensation package is well designed. Sales managers can stimulate the effective design of vendor compensation formula, which is a good balance of bonuses, salaries and commissions. Sales managers set goals in the form of quotas, wage levels, and efficient catalyst for the shares. There are a number of formulas for sellers of compensation, and depends on the formula up to the expectations of the company's overall performance for each salesperson.

Uses, respectively, to the Committee by the sales managers to reward salespeople for their achievements instead of their time and efforts. Compensation Commission directly enhance the independence of the seller. This is a strong motivation in this victory happen only if the sale was made, resulting in cost savings for the company. E ' program conducive to organizations that want to reduce the costs of compensation, especially for new companies and growing. There are some disadvantages to the Commission, including the lack of the ability of sales managers to monitor sales activities, as well as the high rate of staff turnover.

Another program of compensation that are frequently used by non-salary in addition to the bonus. In essence, the formula includes salary plus a bonus of base salary with bonus based on performance pay when they are to achieve sales targets and quotas. It can also assess the salespeople on factors, including the establishment of new accounts, the average profit margin, and after-sales service. Unlike the Commission has the right, and this program helps to reduce the rate of staff turnover. The plan also encourages sellers to build long term relationships with customers. After that the security of a <https://assignbuster.com/changing-customer-needs-and-aspirations/>

steady income, and sales staff can be patient with their customers, enabling them to take the time to make an informed decision. This is especially important when buying long cycles and when salespeople need time to adapt to the customer purchase cycle.

And can be used to sell products or services are complex, in addition to a salary structure for the Commission to compensate the sales force. Under this program, the seller is guaranteed base salary, granted to the Commission based on the factors identified by the organization. Typically, the organization of salary in addition to the Committee on the upper and lower thresholds for sales volume. For example, the seller can earn 4 percent on the first \$ 20000 of the volume of sales in each month, and 5 percent for \$ 15, 000 and 6 percent on sales of more than \$ 40, 000. Other companies may use different criteria, such as achieving sales quotas on the number of individual products sold in each category of products. Linked to the advantages of this method is the flexibility of the program. Companies are able to adapt the program to meet business objectives as they relate to sales force. Committees can be distributed over a certain period will continue to offer lessons to ensure a high level of customer service, and to discourage repeat left the company after the sale of a large.

Commission salary plus bonus is a combination of the above programs. This plan combines the stability of the salary, an incentive for the Commission, as well as a special bonus prizes. It is recognized all financial activity from a seller by this program and the preferred vendor because of the potential benefits of the plan. The plan is not as popular as the others because of the complexity of the case management program.

Are often used short-term incentive programs by companies to stimulate the vendor behind the standard compensation. Sales incentive contests are the most commonly used to generate enthusiasm for the sale of products and services. Competitions and usually works for a limited time, include cash prizes or travel to those vendors who reach a certain level of sales. The timing of events is crucial. Generally, it should return the competitions during the slower seasons of a particular sector, in order to increase sales and generate additional revenue.

Employment for Success

Sales force

Sales Manager is responsible for appointing the sales staff, and identify new sources of employees, screening of applicants and interviews, contact references, and recommend candidates to the Regional Director. In general, the regional director of sales recruiting and selecting new vendors when needed. In many cases, were found on the candidates through universities, and Internet sites, or candidates who have formally applied to the entity through the efforts of cold calling.

Managers should identify some basic qualities to recruit candidates for employment. Features is an important factor when considering a candidate for the post of sales. Empathy, and ego and optimism are the traits of good character into account when examining candidates for the position of sales. All of these qualities is a strong relationship with success in sales. Empathy is the ability to imagine the reactions of another person and I refers to the need for internal convince someone else to his satisfaction. All of these

<https://assignbuster.com/changing-customer-needs-and-aspirations/>

features combined provide a good indication of the seller and is considered strongly when recruiting and interviewing job applicants. It is also important to consider the level of demand of optimism with regard to personal fulfillment. Optimism and enthusiasm are good indicators of the ability of the seller to deal with adversity a feature that is often necessary to overcome the rejection and the slow sales months.

Although most companies have chosen their own procedures, the process for selecting candidates from the model are similar to the following:

1. The first interview was president of the sales (the applicant is not acceptable and given a formal request or is not acceptable, and sent a letter of rejection.)
2. Are invited to applicants who apply for a second interview with the director of the region.
3. And candidates can spend a day in the field with the seller and the area manager receives feedback from the seller at the level of enthusiasm of the candidate.
4. Area Manager to check the references of the candidate, and a criminal record.
5. Regional Sales Manager interviews the candidate.
6. Regional Director and Area Manager to discuss the candidate via conference call or personal meeting. (Whether to give the student position)

7. Regional Director of Sales and offers the candidate and the official function.

8. Required physical examination in the event of acceptance of the offer submitted by the candidate.

Quality management ' Total

And customer satisfaction

The main responsibility of the Sales Manager in the management of customer relationships. The emergence of a global market for goods and services and stimulate new thinking in the management of products related to the customer. Is defined as Total Quality Management (TQM) and process management and a range of disciplines that are coordinated to ensure that the organization consistently meets customer expectations. Originally identified as a theory of manufacturing, total quality management and is now being applied to sales in particular. In the context of Sales and Marketing, Total Quality Management determines the quality of sales and service effort in terms of customer satisfaction. The goal of Total Quality Management for the sale of services and quality of value-driven (and not on price), to create customer loyalty, and profits in the long term. Systems sales and service that connects individuals, departments, suppliers, customers and focus on quality overall. Each section within the institution to have direct responsibility for the client in a certain capacity. Marketing of new products designed with the customer in mind. Manufacturing focuses on achieving the highest level of product quality. Under total quality management, and set ambitious targets but reasonable to improve sales and service quality.

<https://assignbuster.com/changing-customer-needs-and-aspirations/>

Innovation and continuous improvement of sales and service core of the idea of total quality management.

The client of every aspect of total quality management. By focusing on customer expectations and to investigate them using formal methods, you can search for Total Quality Management misconceptions previous and new opportunities. Some basic ideas underlying the Total Quality Management and continuous improvement to make the products and services, and the elimination of defects, doing things right the first time, and understand that the employees closest to the process know-how to improve this process. Depending on the sales and service, and total quality management focuses on the exchange between the buyer and the seller. The intangible aspects such as response to the needs of different customers, and sympathy with the concerns of the client, and providing reliable service, and ensure the capacity of service at the customer relationship management. This process is a bit ' more difficult than the actual management of the quality of the product because of customer requests to be involved in this process. And ask them to provide information on the company's products and services to enable the process of continuous improvement.

Customer satisfaction is essential to the philosophy of total quality management. In the management of sales, and total quality management suggest that organizations must have the majority of workers in jobs customer support, with the positions of a smaller number of staff. This will help to eliminate the costs associated with handling and reduces the levels of decision-making. Lower levels of management also allows the organization to be flexible enough to change quickly to support new opportunities for

<https://assignbuster.com/changing-customer-needs-and-aspirations/>

sales. Continuous improvement of all products and improve the sales process allows companies to move forward in a manner consistent with the products and services to remain competitive in the new global market.

Career Paths

There are no jobs sales management in all sectors of consumer and business, in positions ranging from the area manager to vice president of marketing and sales, and senior management of the company's sales. May be competition to be intense sales management. Sales managers usually arise as a trader, and work their way to the top with strong leadership and organizational skills. The development of sales staff in managerial positions gradually, with the representatives of the movement in the top positions to take more responsibility for their larger, national accounts. It's probably a sales representative will spend part of their professional career as a district or regional manager before moving to the role of senior management in sales. The development of sales staff in managerial positions vary depending on the size and structure of the organization

Vision Marketing Trainee Retail Management Salaries

The average salary for retail sales and management functions, and the vision of marketing trainee is \$ 29, 000. Could be that the average salaries of trainee retail management and marketing vision vary greatly because of, the site of the company, experience, industry and utilities.

This salary was calculated using the average salary for all jobs with the term “view of marketing management trainee retail sales” in any part of the work site

Sales & Marketing Management Trainee salary information to see retail

This free salary calculator uses salary data from millions of job listings indexed by Simply hired for the work of the search engine. Retail sales management and marketing vision trainee salary comparisons feature allows job seekers to get the information required to make important decisions and negotiate salary ranges Career.

SWOT Analysis

SWOT analysis. Have been recreated with this plan by the Liquidity Management Centre

A SWOT analysis of the blood of chronic

SWOT analysis is a management tool used to identify and evaluate the considerations of the project or business initiative. Key considerations are the strengths and weaknesses, opportunities and threats and are usually displayed in the organization and management tool, such as the letters S, W, X, Ot.

Strengths include the characteristics of the current organization that are useful for achieving the overall objective. Weaknesses in the other hand, are the qualities of the existing organization that are harmful to achieving the objective. The opportunity to represent all the external conditions that may

be perceived as useful to achieve the goal, while the threat is still external conditions that could interfere with the achievement of the target business.

Are arranged in the four elements of this management tool in the network so that components can be grouped in two ways:

- Internal and external factors (living or originating within or outside the company)
- Profit / harassment (which have a direct impact on achieving the objectives of the work).

Key issues in the analysis of

SWOT analysis is used to develop a strategy and guide the decision-making process and access to, or possible to measure the important business goal might be. Analysis consists of the core issues of the objectives of the company, based on four elements:

1. How can we maximize all the power?
2. How can we stop or limit any weakness?
3. How can we take advantage of every opportunity?
4. How you can stop, reduce and defend against any threat?

A key factor in when these questions are against the objectives of the work is what can be a force for the purpose of, and may be considered weak against another. In this case, the question requires input from the departments or

authorities concerned, and discussion to assess the relative importance of factors in play should be.

And should include a SWOT analysis is ideal input from key personnel from business reliable by all departments. Thus, it may be a typical team includes an accountant, sales manager, marketing manager, and CEO of operations management and broker.

And is characterized by general importance or the success of any SWOT analysis in terms of value to the business strategies it generates.

Explore ideas:

Let's start with the first idea and ask: " If we do, what results / problems can we expect?"

Write each problem or on the board. If you need more information, and then noted the appointment of person to conduct further investigations, and a deadline.

Ask the next " To accomplish this, what should we do?" I write all the tasks on the table.

It helps to divide the table into three sections: Problems of results, and activities.

Once you have completed the process for each idea, and then write a plan of action and follow-up session to follow.

The goal is to get ideas and perspectives from different angles, and explore each other

Brainstorming preparation

Select a group of people who should participate, if possible, at least one person from each department and all parties and decision makers, as possible. It should not be limited to a group of senior management, and sometimes the best ideas come from staff.

Should be appointed Chairman of the management of this process and maintain control over the session. Appoint a person to take notes and gather information. Determining the duration of the session, and issue invitations.

Room must be set so that it includes a relaxed atmosphere, and prefers that the president should be in a circular fashion, or gathered around a table, depending on the size of the group. Encourage people to walk around and relax. Provide a whiteboard, note paper, pens, coffee and anything else that might encourage a relaxed session.

Can be in respect of each category can be classified in order of importance

Brainstorming session

Discuss the reason for the session and clearly define the objective or problem. Make sure that all participants agree with the objective and understand the desired result. Writing objective voice on the board, and this will help to keep everyone “ on track” during the session.

Set the rules of the session: there must be no criticism or ridicule of any ideas, and keep on track, avoid lengthy discussions about the pros and cons of the idea, and will be done at a later time during the investigation.

Encourage everyone to participate and respect the ideas of others. Session leader should ensure that follow the rules and had no idea and mocked or criticized and described as stupid.

Start asking people to provide their thoughts / ideas and write each one on the plane. Will probably find that once the collection of ideas, and the rest will flow.

Once I have noticed all the ideas, and then it was time to explore each and every one else. Group all the ideas that are similar to other

Ideally, one aims to have 5-10 ideas to investigate

Plan of Action for the exchange of ideas

The plan should include a summary of each idea work, a list of requirements for further investigation, it is assigned and deadlines.

If the idea can be implemented immediately, then, tasks, and who are assigned deadlines.

Brainstorming sessions are excellent tools to solve problems and lead to more opportunities. This can be done successfully meeting to brainstorm on an individual basis, but the group session will allow different views of all regions.

And effective way to stimulate the vendors with the incentive program, but production is not as simple as defining a set of objectives which, when met, to reward those with the cash. If money is the only element of the incentive program, the sellers simply sell more without additional incentives. So, to begin to understand what each hopes to achieve the seller: This is the best person to be sold for the quarter? Staff record the best sales?

Should be a good incentive program be understandable, measurable and achievable. Any program that does not include all three of these critical elements will quickly become confused and therefore counterproductive. As a business owner or manager of the team, you must specify the program to stimulate sales in a clear and put it in writing. Meeting to make sure that every member sales team, which includes in its entirety.

- Show the basic salary, in addition to the Commission. If possible, Salesforce and pay your base salary for a decent addition to the commission. Forced to work in the Commission can only create tension, which leads to depletion and turnover is high, while that for a balanced approach will help you maintain the best talent. Can find the right balance between basic salary and the percentage of a commission to be difficult, however. For example, when the vendors on a higher salary base is likely to keep closely how do they spend their time, pack more heavily dependent on the Commission may motivate them to spend more time seeking lead a strong, rather than engaging in activities that do not lend themselves to a high proportion of sales