

IMT- 30

SALES AND DISTRIBUTION MANAGEMENT

Notes:

- Write answers in your own words as far as possible and refrain from copying from the text books/handouts.
- Answers of Ist Set (Part-A), IInd Set (Part-B), IIIrd Set (Part – C) and Set-IVth (Case Study) must be sent together.
- Submit the assignments in IMT CDL H.O. along with the assignments Question Papers for evaluation .
- Only hand written assignments shall be accepted.

A. First Set of Assignments

5 Questions, each question carries 1.5 marks.

B. Second Set of Assignments

5 Questions, each question carries 1.5 marks.

C. Third Set of Assignments

5 Questions, each question carries 1.5 marks. Confine your answers to 150 to 200 Words.

D. Forth Set of Assignments

Two Case Studies : 7.5 Marks. Each case study carries 3.75 marks.

SECTION - A

1. Training of sales people is vital as they represent the company when they are meeting customers and are therefore custodians of the company's image. What the different aspects which sales people need to be trained on and why?
2. Describe different type of sales jobs .
3. What are the key attributes a sales person should possess .
4. Describe the process of sales presentation .
5. What are the strategies used for closing a sale ?

SECTION - B

Apart from fixed salaries- sales people get variable pay and various other financial and non-financial incentives.

1. Please describe how performance based variable pay is offered to sales people.
2. Describe the various types of other financial and non-financial incentives which a sales person is typically offered .
3. Discuss method of recruitment used in sales team .
4. What are the most critical problems in managing a sales team . Highlight them with possible solutions .
5. Differentiate how sales to Business to business clients are different from sales to the retail customer .

SECTION - C

1. What is the meaning of a company owned distribution channel? List and explain the benefits and de-merits of the same.
2. Describe how quotas are formed ?
3. Describe sales organization structure .
4. What are the various roles played by sales force in an organization .
5. Discuss performance evaluation criteria used in evaluating sales people .

CASE STUDY - 1

An American company Firefly wants to introduce and sell its new range of antivirus software in India. In USA, they have an existing market and are a reasonably well known brand. Thus their customers offer go to IT portals and pay online and download the software.

However, since they are unknown in India-Firefly decides to go the traditional channels way. Preloaded software and licenses are made available in DVD format and in placed in attractive cardboard box. Firefly takes out advertisement in popular IT magazines for promoting their products. In these advertisements , they also give the names and contact details of distributors they appoint in 20 large Indian cities.

After initial sale to the channels, repeat sales didn't take off . When the company enquired, the channels start complaining of low customer awareness and purchases.

Question :

1. what do you think is the problem ? What should Firefly do to solve this problem and increase sales through channels?

CASE STUDY - 2

Industrial Sales Company Limited.(ISC) is a distributor of pumps and compressors for Maharashtra state- excluding Mumbai and Greater Mumbai. In order to increase sales in Nashik –Jalgaon-Aurangabad region, they hire a senior sales manager Mr. Pethe and ask him to operate from Nashik. However, very soon there are complains from sales managers in nearby Pune, Mumbai and even Nagpur that Mr. Pethe and his team are trying to meet customers in their region and do business. Mr. Pethe however confirms that he is only meeting the regional offices of Pune and Mumbai based companies in his own Nashik-Aurangabad area and there is nothing wrong with it. Soon this dispute reaches the Regional Manager Mr. Seth in Mumbai.

Questions:

1. What are the problems with the territory design in this case?
2. If you were Mr. Seth, what will you do to control the situation?