

# **STRATEGIC SALES MANAGEMENT**

Session 2: Breaking the Myths and Learning the Basics (Continued..)

## **UNDERSTANDING SELLING FROM A STRATEGIC PERSPECTIVE**

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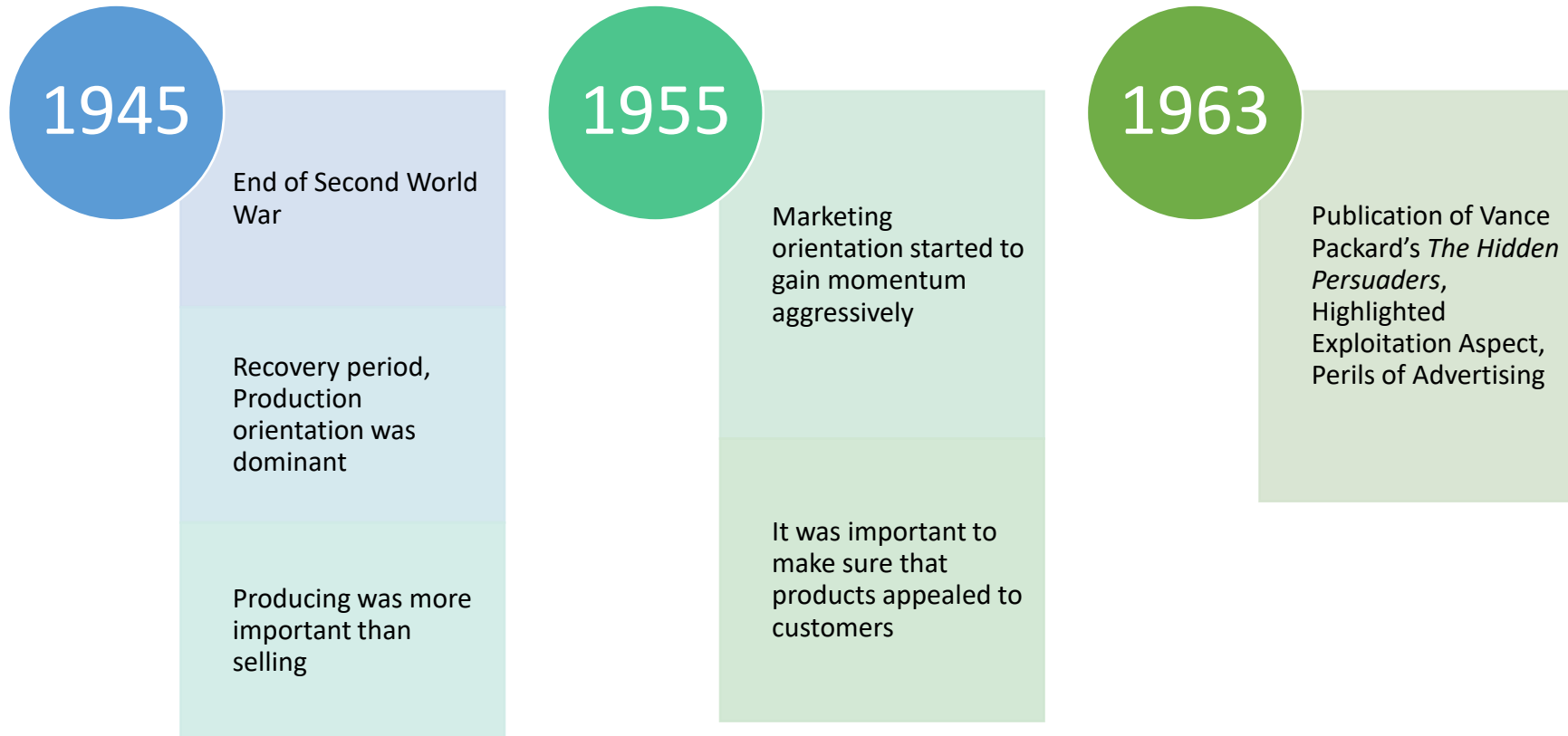
MANAGEMENT STUDIES, IIT ROORKEE

# Learning Objectives:

After going through this module, you should be able to:

- Dispel the Myths about Selling and Sales Management
- Understand the Meaning, Nature and Role of Sales Management
- Evolution of Sales Management
- Know Why Tata Ace was recognized as the Most Yogya Wahan and its context in Selling
- Objectives of Sales Management and Much Beyond

# Evolution of Sales Management



1965

No Illusions Era, Need for an organized approach was realized to address competition and gain edge in markets

Focus on sales management, '*What makes a good salesman*' – Mayer and Greenberg was published that emerged as an eye opener

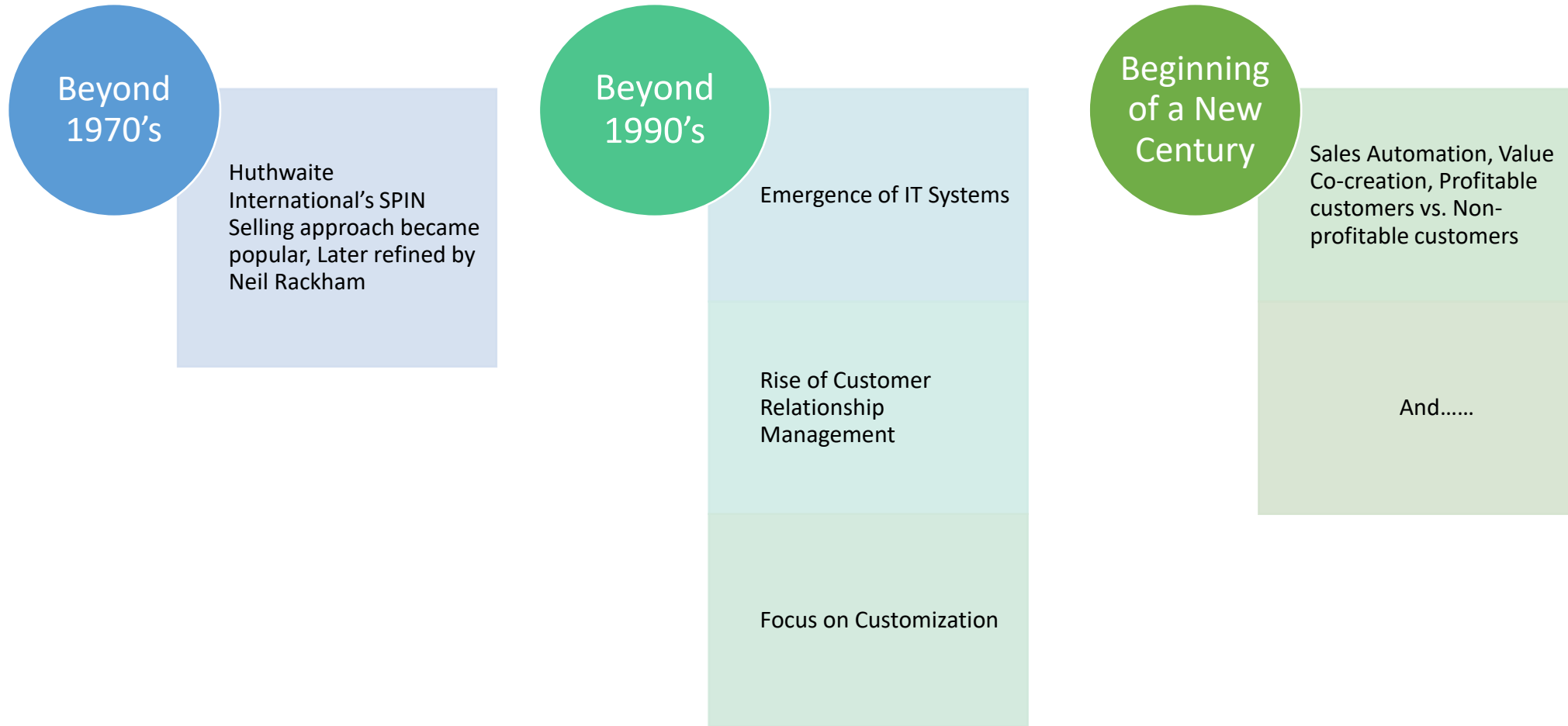
1970

Mike Wilson's book *Managing the Sales-force* was published

Sales management was recognized as an important component of Marketing

Late  
1970's

Customers were no more recognized as One, Small vs. Large, Key Account Management gained momentum, Origin of Key Account Executive



Source: Sales Management, Patrick Forsyth, Capstone Publishing (pp. 17-21)

# Sales and Marketing Orientations



## Production

Pre 1920's Era, Initiated by Henry Ford when he mass produced Model T Ford, Objective was to achieve maximum production efficiency. Motto was to make products widely available at lower prices



## Selling

Believed to be created in 1920's and 1930's, Main objective is to sell products leftover due to over capacity, Focus is not on 'how and what' to produce but on selling, thrives on belief that if left to their own customers are reluctant to buy



## Product

Focus is laid on quality and performance, It is believed that customers choose products for quality rather than price, Could lead to the issue of Marketing myopia



## Marketing

Arose partly as a result of dissatisfaction to production and sales orientations, Focus is on finding out 'what the customer wants and then will make it' philosophy

# Role of Sales Management

