

STRATEGIC SALES MANAGEMENT

Session 1: Breaking the Myths and Learning the Basics

UNDERSTANDING SELLING FROM A STRATEGIC PERSPECTIVE

DR. SOURABH ARORA and DR. KALPAK KULKARNI

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

What's your idea about Sales Management?

Before we proceed Let's break some *myths* about Sales Management?

- Sales and Marketing stand synonymous to each other
- Sales management's first and prime responsibility is to make numbers
- **Extroverts make the best salespeople** because they are comfortable talking - *Don't ignore the power of listening*
- **Sales-person stereotype:** Sneaky, Untrustworthy person

- **Customers is always right** – *Debatable – Your stake on this? Being customer centric vs. customer blind*
- **Quota (Minimum performance standard)** is one and only essential employee management and evaluation tool
- **A salesperson's job is to have all the answers** – *Not Always – Asking right questions is magical*
- **You should always be closing/selling:** Rather than making a forced sale: Focus on pain points: It could open gates for star selling products

- Money always plays the magic trick: Managers can use financial incentives alone to motivate their sales representatives
- Customers know what they want: *Not Always?*
- A great product can sell itself: If you build it right, they will come
- Sales is always forceful

Source: <https://www.cbsnews.com/media/the-7-myths-of-sales-management/>, <https://www.pipedrive.com/en/blog/biggest-sales-myths> <https://www.peaksalesrecruiting.com/blog/14-sales-management-misconceptions/> <https://www.forbes.com/sites/theyec/2021/07/14/10-myths-about-selling-to-customers-and-the-real-truth/?sh=860357b3a157>; <https://www.inc.com/geoffrey-james/top-5-myths-about-selling.html>

Insane Lines For The iPhone 6 From Around The World



APPLE EFFECT

Why do so many people queue up for hours at Apple stores when a new iPhone is launched?

Source: <https://www.businessinsider.in/tech/insane-lines-for-the-iphone-6-from-around-the-world/articleshow/42916752.cms>; <https://scroll.in/article/856616/why-do-so-many-people-queue-up-for-hours-at-apple-stores-when-a-new-iphone-is-launched>

What is Sales Management?

A layman's meaning of sales management could simply be **restricted to generating sales for an organization by any means**

Initial ideas on sales management were also constrained towards directing the sales force personnel

Sales management is the **act of overseeing and leading sales representatives to create strong relationships with prospects and close more deals** (HubSpot)

However with time, it is being recognized as the process of organizing and optimizing a sales department

However, there is much more to sales management. It encompasses each and every mechanism concerning developing, planning, monitoring, and controlling the sales processes of an organization

As per American Marketing Association:

Sales management is defined as “the planning, direction, and control of personal selling, including recruiting, selecting, equipping, assigning, routing, supervising, paying, and motivating as these tasks apply to the personal sales force”.