

Sales Planning and Operations



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Executive summary

When it comes to consider marketing strategy of an organization, it will consist of several kinds of marketing tools like advertising as well as the sales promotion, direct marketing and the public relations with the events and experiences and the personal selling, the marketing through the word of mouth etc. even though there're several kinds of marketing tools which are capable of applying with the marketing mix of a certain organization, most of them are becoming irrelevant or inappropriate for each and every product of the organization same way. Further it can be recognized that the most suitable tool of marketing for a specific product which may become different from one to another. Hence marketing people must have to pay their attention on selecting the most suitable way for their products which are going to produce within the company itself. Meanwhile it can be recognized that it is not sufficient to select the appropriate tool of marketing tool only; additionally, it requires having a proper trained work staff in order to put the procedures into the action. And also there must be a proper pre-planned marketing plan which is designed by the organizational marketing department aligns with organizational strategies of co-operation as well as the sales force must have to be motivated on the achievement of such kinds of strategies timely and successfully. When all the steps are carrying out properly; then the organization is capable of thinking beyond their domestic region through entering to international market which is having number of marketing opportunities for the organization itself.

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1. The roles of the personal selling in the organizational marketing strategy

1.1 The way of personal selling supporting to the promotion mix

In order to have an effective marketing effort within each and every business; it is a must to have a proper designed promotional mix itself. So such kind of promotional mix may consist with different types of tools related to the marketing like the advertising as well as the sales promotion and the public relations with the events, experiences along with the marketing through the word of mouth etc. under the promotional mix, the personal selling will play a main role for creating the sales for the organization. Here the personal selling can be identified as the communication process between the sales people or the sales force and the potential buyers of the organization orally in order to create the sales on behalf of the organization. There the organizational sales force will utilize their excellent knowledge as well as the skills related to the marketing with purpose of establishing strong relationships between their clients in order to create or make the sales of the company. (Thompson, 2005)

Therefore it can be further recognized that the personal selling is highly supporting to the whole marketing mix within the organization through generating so many advantages to the company as follows;

- Creates an effective way of communicating among the customers since this may become a two way communication method and therefore this will give the feedback instantly
- Establishing the long-term customer relationships while keeping it as on-going relationships since this has become a contact among the sales people and the customers to some extent and it may cause to create a proper long-term relationship based upon the trust worthiness between the customers.
- This has become the most appropriate method for selling the products which are fairly complex and which requires the personal explanations about the product usage as well as the repairing methods and the way of proper maintaining such products.
- The entire message regarding the sales within the organizational promotion

mix is possible to customize as per the preferences of the large customers.

Because of these reasons, the personal selling under the promotional mix of the organization is obviously important to support with making sales of the organization successfully.

1.2 The Buyer behavior with the decision making process

When it's coming to plan the implementation of the promotional tools within the promotional mix of the organization, it must be done while paying a higher attention regarding the behavior of the consumer buying with the nature or the process of decision making of those. Unless otherwise it may become a strategy or an action which is in vain without getting a better understand about the buying behavior of the customers. Therefore the buying behavior of the customers can be defined as a unique process as well as the final customers' actions relating to their own final consumption which can be further illustrated as in below ;(Appendix 01) (Galloway, 1998)

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