

Sales and Distribution Management

S.A. Chunawalla



Himalaya Publishing House

CONTENTS

NI.	Nature and Scope of Sales Management	
2 .	Personal Selling and Salesmanship	01-10
3.	Selling Function	11-19
4.	Relationship Strategy	20-42
5.	Developing Product Solutions	43-46
6.	Product Positioning	47-51
7.	Consumer Behaviour	52-54
8.	Prospecting	55-64
9.	Approaching the Customer	65-70
10.	Sales Presentation	71-78
11.	Sales Demonstration	86-90
12.	Negotiating Buyer Concerns	91-95
13.	Closing the Sale	96-104
14.	Servicing the Sale	105-108
15.	Self-management	109-114
16:	Sales Planning	115-117
179	Personal Selling Objectives	118-134
	Sales-related Marketing Policies	135-167
	Personal Selling Strategy	168-178
	The Job of a Sales Manager	179-184
	Sales Organisation	185-192
22.	Personnel Management in the Selling Field	193-199
23.	Recruiting Sales Personnel	200-204
24.	Selecting Sales Personnel	205-229
25.	Sales Training .	230-238
26.	Execution and Evaluation of Sales Training Programmes	239-244
27.	Motivation and Moral of Salespersons	245-258
41.		

28. Compensating Salespersons	250
29. Management of Sales Expenses	259-28
30. Sales Meeting and Sales Contests	284-28
	290-29
- Evaluation and Supervision	300-30
32: Sales Budget	309-312
33. Sales Quotas	
34. Sales Territories	313-316
35. Sales Control and Cost Analysis	317-323
36. Contours of Distribution Management	324-327
37. Wholesaling	328-336
38. Retail Theories and Formats	337-347
	348-366
Posterior Distribution Management (PDM)	367-371
Taine Management	372-383
41. Warehousing and Storage	384-396
42. Case Studies	
Index	397-408
	409-410