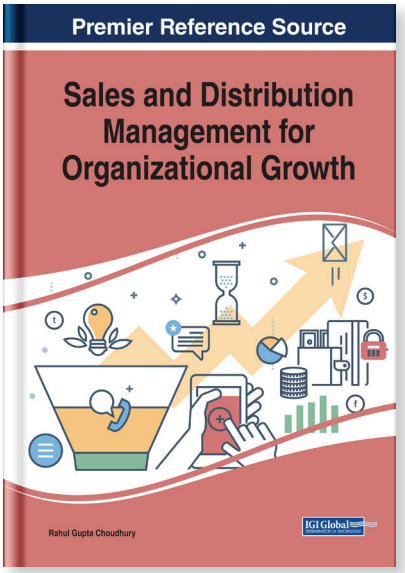
Sales and Distribution Management for Organizational Growth



Part of the Advances in Logistics, Operations, and Management Science Book Series

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Description:

Supplying a product to the most customers possible in an effective and cost-efficient way is the primary goal of the sales and distribution sector of a business, since the profits from sales are responsible for the majority of an organization's revenue. However, with countless brands vying for the customers' attention, the ability to create a demand for a product and subsequently supply that demand is often the key to a business's success. There is a need for studies that seek to understand the complementary roles of an organization's sales force and distribution team to ensure relevancy in today's globalized world.

Sales and Distribution Management for Organizational Growth is a pivotal reference source that provides vital research on the organization of sales and the sales force, their geographic deployment, and distribution and channel management including how to develop customer-oriented distribution systems. While highlighting topics including expense control, personnel training, and channel design, this book is ideally designed for business students, marketing professionals, executive members, finance analysts, operations employees, academicians, industry professionals, researchers, and students seeking current research on implementing sales strategy and distribution systems to maximize profits and remain a marketplace competitor.

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Topics Covered:

- Channel Design
- Department Coordination
- Expense Control
- Forecasting
- Marketing Strategy
- Performance Evaluation
- Personnel Training
- Recruitment
- Retailing
- Supply Chain Management

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