

Summer Internship Project Report

On

Effectiveness of

Sales Force Management

By

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(Submitted in partial fulfillment of the requirements for BBA degree)

Institute of Management

JK Lakshmipat University, Jaipur

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DECLARATION

I do hereby solemnly declare that the work presented in this Internship Report has been carried out me and has not been previously submitted to any other University, College, and Organization for any academic Qualification, Certificate and BBA Degree

I hereby warrant that the work I have presented does not breach any existing copyright acts.

Shubham Pareek

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CERTIFICATE



Date: AUGUST 8, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Shubham Pareek has successfully completed his Summer Internship with Mea Ame Pvt Ltd.

He was working as a Business development Intern from June 1, 2020 to July 30, 2020 and was exposed to a plethora of activities for the same division.

He has also successfully met the expectations of the project undertaken and has been a great addition to the team.

Furthermore, from the time He joined us, we found him getting along well into mea ame culture and values.

We wish him all the very best for a successful career ahead.

Best Regards,

Piyush Chhabra

(Founder & Director)

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I am also very thankful to Mea Ame Pvt. Ltd. for letting me do my internship at their organization. The learning and hands on experience I gained during my time there has allowed me to have newer and more refined perspectives about the knowledge I had received in my courses at JK Lakshmipat University.

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PROJECT SUMMARY

This report covers the overall situation of Sales Management platform and its contribution on business development and customer awareness of one of the Mea Ame's product Organic smokes.

The authors main objective was to understand the roles, implication and impacts of Sales Force Management on sales and understand the impact of people to people on the field of Sales Force Management that is being constantly established nowadays for the long run success of companies.

In this report, the author has included the organization's overview as well as the responsibilities author has been given to handle. The author also included the thorough research of the company's official website and presented some suggestions and area of improvement.

The report also discusses the present scenario of digital marketing in India and future scope of the same.

The report has been made in a very short time and some of the data provided on the report may not be accurate by the time it is evaluated as we know Sales Management literally change every day. Despite all that, I believe this report has enough reasons to appreciate the effectiveness of Sales Force Management

INDUSTRY & COMPANY OVERVIEW

OVERVIEW OF INDIAN TABACCO INDUSTRY

As one of the most economically significant agricultural crops in the world, tobacco, is a general term given to products prepared from the cured leaves of plants belonging to the Nicotiana genus. India stands behind China and Brazil, as one of the largest producers and exporter of this product. Tobacco consumed in any form poses health risks and complications and affects a large population of passive smokers. The highly addictive alkaloids present in tobacco makes it hard to quit. Despite these health issues, the tobacco industry is flourishing due to its economic importance. Tobacco is mainly produced in the southern states of Karnataka and Andhra Pradesh in India, where the weather is suitable for the crop. Smoking tobacco from India is known for its quality and places the country in the leading revenue-earning brackets worldwide.

(Source: [https://www.statista.com /](https://www.statista.com/))

But, as the majority of smokers are now shifting towards organic non-tobacco rolled cigarettes, which is positively impacting the market. Rising health awareness is driving smokers to change their preference. As the product is less harmful compared to conventional tobacco, the majority of smokers have been shifting their focus towards the consumption of organic cigarettes derived from nature, instead of quitting the smoking habit completely.

With the people becoming more health conscious, investors believe that this industry is going to boom soon, offering various opportunities for business growth. A nation where style and healthy habit is constantly evolving, organic cigarette industry could be seen catering to both style and health segmented consumers.

Franchisors are using a mixture of consumable products which are healthy in nature instead of tobacco. Herbs like rose petals, corn silk, and more constitute the mixture. Organic cigarette franchisors are also using herbs like mint and cinnamon to act as a substitute for the standard tobacco products.

(Source: <https://www.entrepreneur.com>)

COMPANY OVERVIEW

MEA AME PVT.LTD

ORGANIC SMOKES

Organic Smokes was founded by, Piyush Chhabra along with his brothers Gaurav and Nitin, in 2015. They consulted medical professionals to know if tulsi leaves or green tea could serve as alternatives to tobacco in cigarettes, and from the responses, they inferred that it could potentially be a game-changer for the smoking industry.

Made with a blend of herbs cultivated without the use of any chemicals, Organic Smokes claims to act as the perfect tobacco cessation product. It is made by mixing natural paper with a host of ingredients, including organically grown rose petals and spearmint leaves, and then rolled and tipped with a cotton filter and tar secretor mouthpiece. This harmless mix can offer smokers the kind of relief they would otherwise seek in regular cigarettes but without the accompanying health risks. Company also claims it helps in stress relief, coping better with jet lag, and is the perfect concoction against cold.

The company offers three plans depending on how often a user smoke. If a user is habituated to smoking six times a day, Mea Ame - the company that supplies Organic Smokes - automatically delivers a monthly stock to the user. Users who smoke four times a day get the shipment once every two months and for those who smoke sporadically, the delivery will be made once in three months.

Organic Smokes has tied up with a start-up called 'hurban.in', which assists the brand in the placement of its product across the country. Now shipped worldwide, it is also available on Amazon and eBay for cross-border customers. Company is also getting a lot of support from the Ministry of AYUSH, Government of India in reimbursing exhibition expenses.

(Source: [economictimes](https://economictimes.com))

OBJECTIVES

- To understand the roles, implication and impacts of sales.
- To review the current performance and to propose/suggest a Sales Management. Find the gaps and suggest changes in the Sales Force Management initiatives.

METHODOLOGY

Theoretically, reports are prepared based on either one or both categories of data. This report is result of the study of data and information collected from the both primary and secondary sources in order to make the report more meaningful and presentable. Considering the present finding, this report is based on descriptive business reach where, information has been collected through different sources to make a constructive output.

In preparation of the report, no structured questionnaire was used. Data pertaining to digital marketing process and most of the information is collected from my project guide of the company and my personal and practical experience.

In this report secondary data is used on large scale. Data was collected from secondary resources such as.

- Annual reports
- Official Website
- Journal
- Published Articles
- Internal links

SCOPE OF DIGITAL MARKETING

HOW TO CHOOSE THE RIGHT CRM SYSTEM FOR YOUR BUSINESS

A customer relationship management (CRM) system is an integral part of every marketing, sales, and business development department as well as CRM companies. Organizing and maintaining relationships with clients and maintaining a fantastic customer relationship management system is extremely important for small business CRM to big business CRM and a CRM's contact solution does just that. However, it's a lot more than a simple contact manager app.

A CRM system, in the form of top CRM software, helps users organize, categorize, and prioritize contacts, as well as monitor relationships with previous, current, and prospective clients and customers. The address books and Rolodexes of the past have transformed into the CRMs of today. With sophisticated address books, you were able to add detailed contact information, obtain email history and even categorize contacts into groups. But with CRMs, you are able to do all that and a lot more, using its contact solution features. The "R" in CRM does exactly what you think it does: helps you keep a track of your relationships. It helps you keep a focus on customer relationship management.

INTERNSHIP

Jobs & Responsibilities

The roles and responsibilities as a Sales and Business development intern were not limited in the increment in the sales. The analysis of the official website and brand awareness was also performed. Along with the analysis of the website, a content review was performed of all those contents written on Mea Ame's website. The author was also responsible for designing posters for brand awareness with the minimalistic approach. Getting a distributor on-board was another important role of the author as an intern.

DAILY REPORT

In MeaAme company internship I do daily report for calling and give the sample of cigarettes

Figure1

H11						
ME A ME SUMMER INTERNSHIP						
Daily Visit Data for (LOCATION: beawar)						
Sl.No.	Name of Vendor	Type of Vendor	city name	Sample Given (Y/N)	Qty of Sample Given	feedback
1	GAYATRI STORE	VENDORS	beawar	Y	1 CIGARETTES -MENTHOL	no tast
2	RAJU STORE	VENDORS	beawar	n		WAIT SOME TIME
3	GARG MART	VENDORS	beawar	Y	1 CIGARETTES	HE LIKES THE PRODUCT
4	ADITYA AGENCIES	DISTRIBUTORS	beawar	y	30 cigarettes/3 box- MENTHOL,REGULAR,MILD	no tast,filter is not good
5	KAPIL INDIA PHARMACEUTICALS	Pharmacy	beawar	Y	30 cigarettes/3 box- MENTHOL,REGULAR,MILD	no flavour tast,market is not ready
6	balaji pan	VENDORS	beawar	Y	1 CIGARETTES-MENTHOL	WAIT SOME TIME
7	BHAGAT PAN PALACE	VENDORS	beawar	Y	1 CIGARETTES-MENTHOL	MAKETECT is not ready
8	DEVI STORE	VENDORS	beawar	Y	1 CIGARETTES-MENTHOL	LIKES THE BOX
9	MAUR MEADICAL	VENDORS	beawar	Y	1 CIGARETTES-MILD	LIKES THE PRODUCT
10	Beawar Medicals	Pharmacy	beawar	n		NO INTRESTED
11	natural medicine	VENDORS	beawar	Y	1 CIGARETTES-MILD	No uses
12	Jay Pharma, Beawar	Pharmacy	beawar	n		After some time
13	Oswal Minerals & Chemicals	VENDORS	beawar	n		BAD PRODUCT
14	Bhagat Pan Bhandar	VENDORS	beawar	y	1 CIGARETTES-MENTHOL	no flavour tast,market is not ready
15	ASHOK PAAN BHANDAR	VENDORS	beawar	y	1 CIGARETTES-MILD	TAST LIKE A BEADY
16	Hind General Store	VENDORS	beawar	n		NO USES
17	Kanha General Store	VENDORS	beawar	n		MARKET IS NOT READY
18	Hari Om General Store	VENDORS	beawar	n		no flavour tast,market is not ready
19	Balaji General Store	VENDORS	beawar	n		BAD PRODUCT

SALES FORCE MANAGEMENT

WHAT IS SFM?

Personal selling is a very important component of the marketing activity. The success of a business concern depends considerably upon the performance of its salesperson. Salesperson play a crucial role in communicating company and product information to customers. The task of selling company's products and services is entrusted to the salesmen of the company.

A salesperson not only communicates product information to customers but also relays the reactions of customers towards company and its products to his employer. Hence, the management of sales force is an important aspect of marketing management. It is concerned with the task of selection, orientation training, supervision, motivation compensation and evaluation of the sales force of the company.

Objectives of sales force management are achieved through strategies. Policies provide the guidelines. Selling strategies have two dimensions – what type of salesforce is needed and how many of salespeople are needed. The overall size of the salesforce affects the number of calls made and the frequency with which they are made.

SALES FORCE MANAGEMENT – IDENTIFIABLE PROCESSES INVOLVED WITH SFM

Sales force management systems are information systems that help automate some sales and sales force management functions. They are

often found to be combined with a marketing information system. Sales force automation includes sales lead tracking system that lists potential customers through paid phone lists or customers of related products. Some of the other elements of sales force automation include sales forecasting, order management a product knowledge.

Some of the identifiable processes involved with sales force management are:

- i. Setting targets and objectives based on inputs
- ii. Assigning executives for achieving sales objectives
- iii. Control processes are achieved within a given time frame and given markets
- iv. Management of system to handle uncertain environment

It is not just about the control systems involved with sales force management process but also the various metrics involved.

Some of the metrics that are implemented in the sales force management processes are:

- i. Time management- measures the tasks and time required for each task
- ii. Call management- planning for customer interactions
- iii. Opportunity management- if the sales force management process is correctly implemented, sales opportunity will be created
- iv. Account management- In case of multiple opportunities with a customer, the account is to be measured by the tools, processes and objectives
- v. Territory management- managing sales territories is of utmost experience for managing sales figures

THERE ARE CERTAIN DISTINCT ADVANTAGES AND DISADVANTAGES OF THE SALES FORCE MANAGEMENT SYSTEMS AS MENTIONED BELOW:

- i. Understanding the economic structure of an industry
- ii. Identifying segments within a market
- iii. Identifying a target market

- iv. Identifying the best customers in place
- v. Doing marketing research to develop profiles (demographic, psychographic, and behavioral) of core customers
- vi. Understanding competitors and their products
- vii. Developing new products

The disadvantages are:

- i. Difficulty in adopting the system
- ii. Too much of time spent on Data Entry
- iii. Losing personal touch in the process of automation
- iv. Laborious process of continuous maintenance, information updating, information cleansing and system up gradations

SALES FORCE SIZE:

The firm should employ the right number of well- trained, motivated salespeople. Managing headcount is typically a crucial HR function; sales managers often wage difficult internal battles to optimize sales force size. Figure 2 shows an underlying conceptual framework — sales response function.

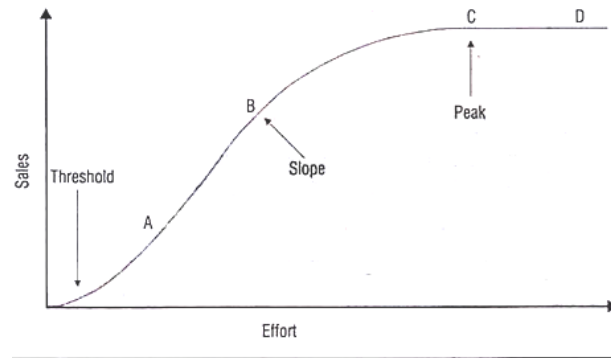


Figure2

When selling effort is low, the firm makes few sales — A. As selling effort increases, sales increase — B. Ultimately, sales top out at a maximum level — C — even if the firm were to add extra sales people — D. The firm should continue hiring until the marginal revenue from adding a salesperson equals that salespersons marginal cost. Many sales managers find this curve intuitively reasonable, but do not know their sales force position on the curve.

Two approaches to the sizing decision:

Experimental:

Sales managers change sales force size, then see what happens.

Two broad hypotheses follow:

1. Sales force is too small, perhaps at B.
2. Sales force is too large, perhaps at D.

Sales managers should decide what criteria would support/reject each hypothesis, then select one or more sales districts/regions for trial — increase/ decrease sales force size — and similar districts/ regions as

controls. If the experimental data support hypothesis 1, the firm should add salespeople; if the data support hypothesis 2, the firm should reduce sales force size.

THREE STEPS:

1. Determine total number of selling hours required to achieve sales objectives:

Two broad approaches for calculating required number of selling hours:

- i. Single-factor model,
- ii. Portfolio model

i. Single-Factor Model:

Table classifies current/ potential customers into categories — A, B, C, D (column I) according to a single value measure — sales potential (II).

Multiplying number of customers (III) by selling time per category (IV) gives the required annual selling time per category (IV).

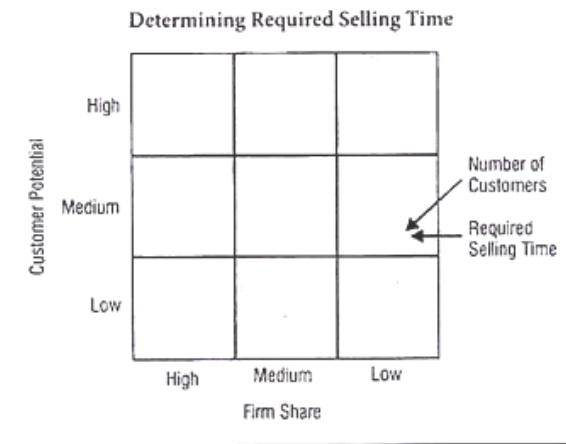
Figure3

Customer category, I	Sales potential, II	Number of customers, III	Selling time per customer annually, IV	Required selling time annually, III × IV = V
A	>₹2 crore	100 accounts	100 hours	10,000 hours
B	₹25 lakh to ₹2 crore	250 accounts	50 hours	12,500 hours
C	₹1 lakh to ₹25 lakh	800 accounts	12 hours	9,600 hours
D	<₹1 lakh	3,000 accounts	4 hours	12,000 hours
Total				44,100 hours (VI)

ii. Portfolio Model:

Customers and selling time are classified on multiple dimensions; illustrates customer potential, firm share.

Figure 4



The firm trisects each dimension — low, medium, high — then identifies customer numbers in each matrix cell (III), required selling time per customer (IV). From this point on, calculations for single-factor/portfolio models are identical.

2. DETERMINE AVAILABLE SELLING HOURS PER SALESPERSON:

Sales managers must calculate the time available for selling per annum. To illustrate- 365 days less 104 (weekends) less 31 (holidays/vacations) = 230×10 hours per day = 2,300 hours.

But salespeople conduct many activities beyond selling. Assume salespeople spend just 30 percent of time actually selling; annual selling hours per salesperson = $2,300 \times 30\% = 690$ hours.

3. CALCULATE REQUIRED SALES FORCE SIZE:

Total number of selling hours required (Table 16.1) = 44,100, divided by available selling hours per salesperson = 690: $44,100 / 690 = 64$ sales people.

In practice, this calculation provides a ballpark estimate for sales force size. The firm should expect some variation from actual size, but significant variation demands consideration/action.

SALES FORCE ACTIVITIES:

The main sales force job is making sales. But claims on salesperson time include checking credit/ inventories, collections, customer service, delivering products, education/training, gathering market intelligence, internal communications, meetings, qualifying sales leads, receiving payments, record- keeping, report writing, sales planning, and travel. In many firms, even the best salespeople spend less than 20 percent of time face-to-face with customers trying to make sales.

Firms regularly deploy technology to improve salesperson effectiveness. Most salespeople use e-mail, laptop/tablet computers, smartphones; they have standardized slide shows/interactive web-based demos for presentations. Other devices/applications —

Salesforce(dot)com — enable advertising coordination, best-practice/knowledge sharing, delivery of well- designed sales literature/working models, scheduling reseller/customer/sales force training/meetings, technical support, trade show participation.

Virtual meeting applications — GoToMeeting, Skype, Google Hangouts — reduce travel time by allowing remote face-to-face sales meetings. Sales managers should develop guidelines specifying salesperson time commitment to various activities.

Time allocation differs across sales territories. Sales-person activities also evolve based on customer life cycle, other variables.

SALES FORCE MANAGEMENT – ROLE OF MARKETING IN SFM

One in nine Americans works in sales. Thus, understanding sales/sales management roles, aligning selling efforts with marketing, is more crucial than ever. Marketing and sales must be on the same team, each performing its own critical functions. We do not pretend this is easy. Marketing and sales often have different perspectives. Marketing tends to have a long-term, more strategic view; sales must deliver short-term revenues.

Creative tension is often beneficial for firm performance, but badly coordinated sales strategies can lead to distracting internal

competition among product managers. A multiproduct firm may have several product-market strategies, each comprising several market-segment strategies. The sales strategy must integrate these various market strategies into sales strategies reflecting a broad range of products/ services sold to several market segments.

Well-managed firms implement processes to tightly coordinate marketing, sales efforts. They encourage disciplined communications/reporting, create joint assignments, rotate jobs, co-locate marketing/ sales personnel, and improve sales force feedback. The sales force retains responsibility for securing deep customer insight, proposing actionable solutions, accessing resources to solve customer problems.

Marketing develops market plans with significant sales force input, in sync with the overall market planning process. Senior marketing/sales managers meet frequently to hammer out realistic/coordinated marketing/sales objectives, priorities in a spirit of cooperation. Some firms even appoint sales/marketing coordinators; their job is to ensure effective senior marketing/sales manager interactions.

CONCLUSION

We're all different. We all have different personalities, goals, talents, experience. Every situation is different. There are no formulas, no

textbook or instruction manual that will get you through the maze of managing salespeople.

It's interesting to see how sales managers in the same corporate environment—with identical objectives, products, and policies—will take vastly different approaches to managing. Some will actively learn new management skills, reject the status quo, take some risks, and succeed. Others will fail by continually doing the same thing over and over, expecting different results. Others doggedly stick to the adage “If it ain't broke, don't fix it” instead of “If it ain't ...

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RECOMMENDATIONS

SALES MANAGEMENT.

Because there are so many moving parts within an organization, the sales management process needs to be fully grasped to ensure each “aspect” of the collective sales effort is operating efficiently.

The primary focus of sales managers should be to maximize profit for the team while delivering the best possible value to customers. Who doesn't like a win-win scenario?

WHAT IS SALES MANAGEMENT?

Sales management is the process of developing a sales force, coordinating sales operations, and implementing sales techniques that allow a business to consistently hit, and even surpass, its sales targets.

If your business brings in any revenue at all, a sales management strategy is an absolute must. When it comes to boosting sales performance for any size of operation, no matter the industry, the secret to success is always precise sales management processes.

Besides helping your company reach its sales objectives, the [sales management process](#) allows you to stay in tune with your industry as it grows, and can be the difference between surviving and flourishing in an increasingly competitive marketplace.

Whether you're an experienced or new sales manager, you should be able to evaluate and [gain visibility](#) into your current sales force with the following guide to sales management.

Once you have a clear picture of what processes to monitor and how to keep track of them, you'll be equipped to pinpoint issues early on, coach people before it's too late, and have a better overview of the tasks the team should be doing to increase its sales.

If you're a sales rep who happened to stumble upon this guide out of curiosity, **you're already winning.**

This guide will give you an understanding how your company's [sales process](#) is managed, allowing you to become more in sync with your team, create a better relationship with your manager, and achieve better sales results yourself.

Overall, sales management will help businesses and their workers better understand results, predict future performance, and develop a sense of control by covering the following three aspects

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