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Advertising and Sales Management (R19) | MBA III-Sem (JNTU ...

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Sales Management. This book covers the following topics: Personal Selling, Recruitment and Selection, Sales Training, Sales Meeting and Contests, Sales Territories, Sales Quota, Supervision and Evaluation Of Sales-force, Sales Control and Cost Analysis. Author(s): Dr. Surinder Singh Kundu

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Originally, the term 'sales management' referred to the direction of sales force personnel. But, it has gained a significant position in the today's world. Now, the sales management meant management of all marketing activities, including advertising, sales promotion, marketing research, physical distribution, pricing, and product ...

SALES MANAGEMENT: AN OVERVIEW

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