

RESEARCH OBJECTIVES

To analyze —

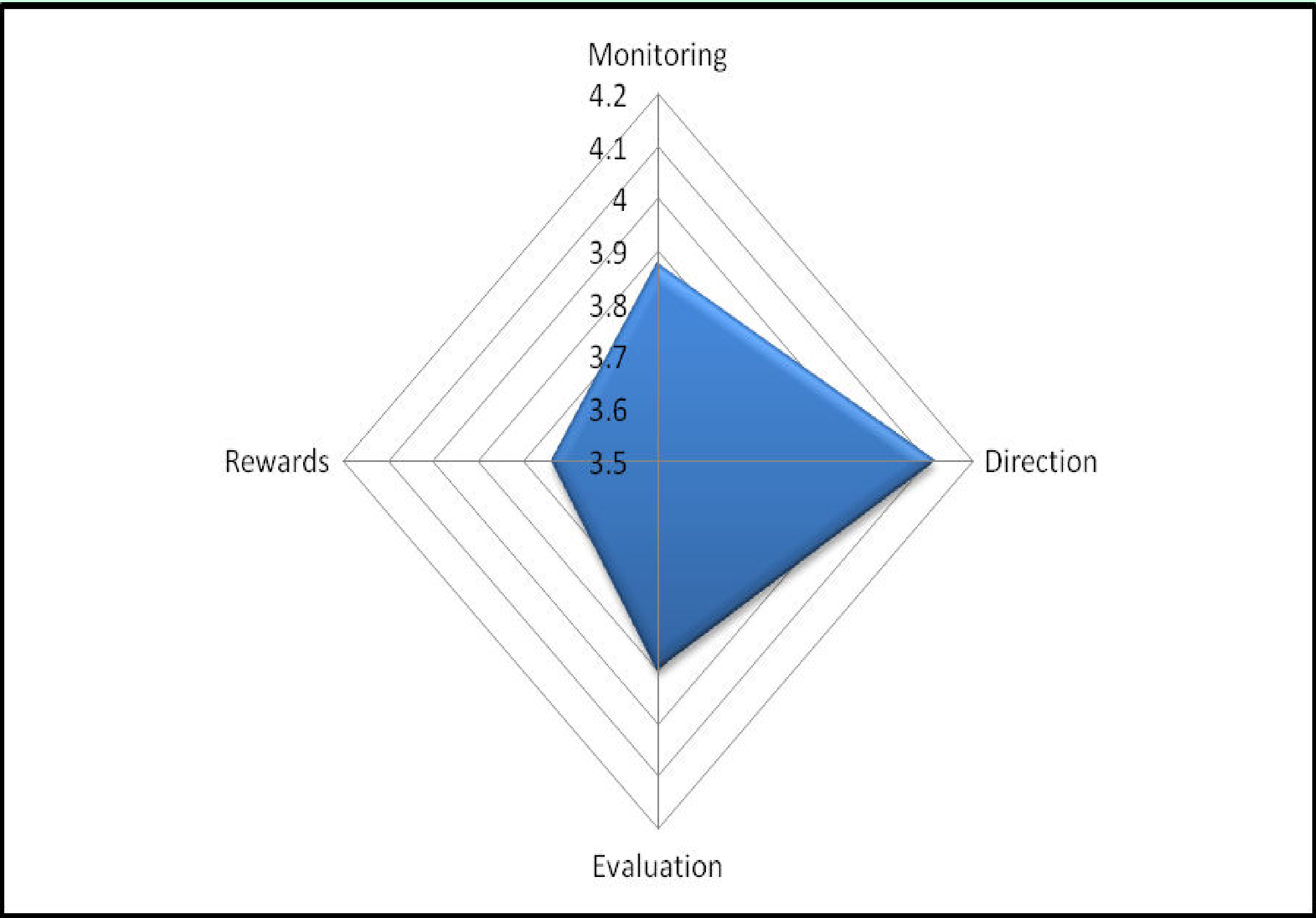
- the sales management control system (Monitor, Direction, Evaluation, and Rewards) of front and second line managers.
- the sales force behavioral performance (Outcome Performance, Knowledge, Adaptive Selling, Team Work, Sales Presentation, Sales Planning and Sales Support) of the front and second line managers.
- the sales territory design (Number of accounts, Calls, Market Potential, Work Load) of the front and second line managers.
- the sales organization effectiveness (Sales Volume, Market Share, Profitability and Customer Satisfaction) of the front and second line managers.

RESEARCH METHODOLOGY

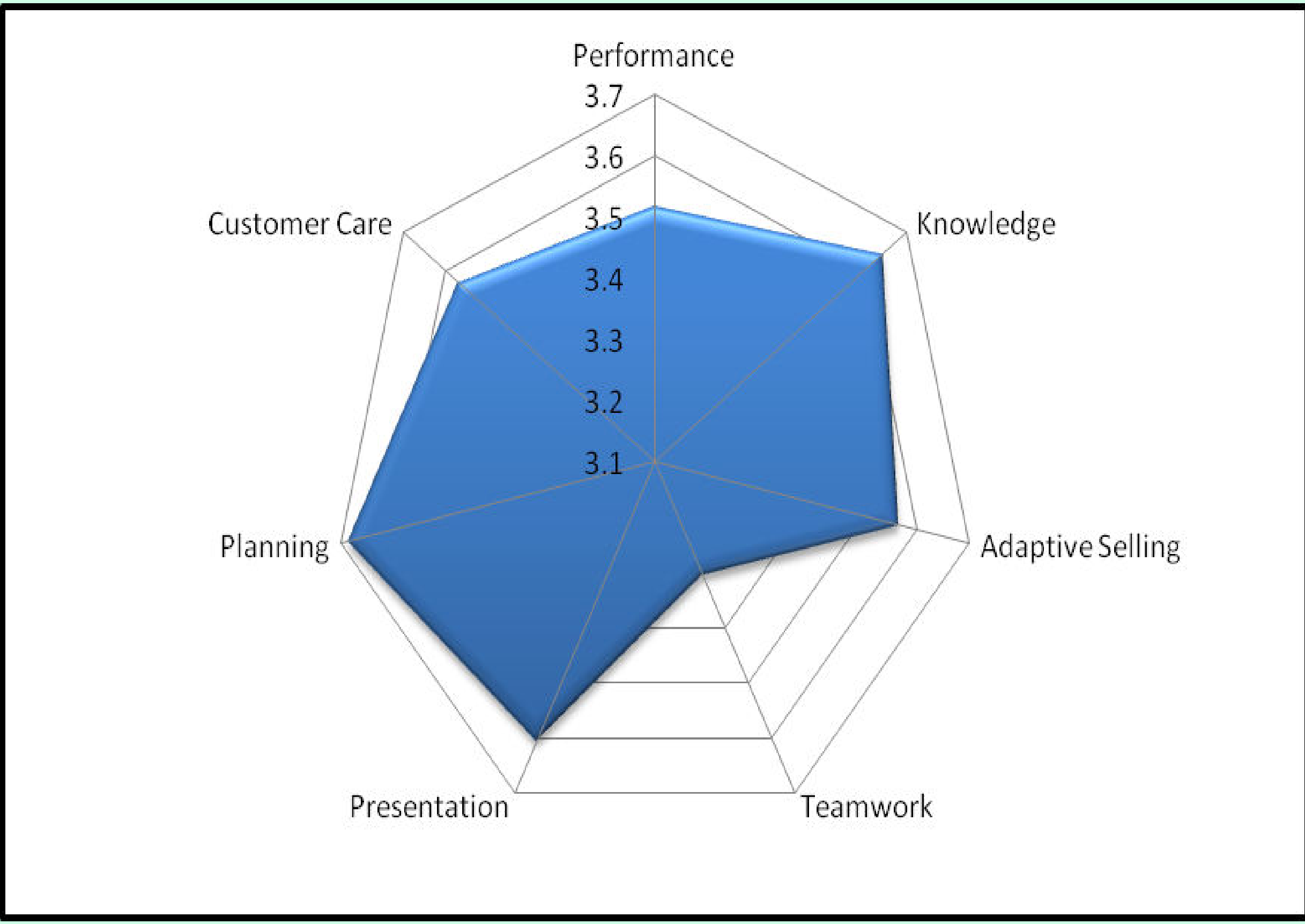
A structured questionnaire consisting of closed-ended questions with the five-point Likert scale was designed within the scope of the given objectives.

S. No.	PARAMETER	DESCRIPTION
1.	Research type	Descriptive Research including Exploratory Survey
2.	Data collection	Primary
3.	Measurement technique	Extremely Structured Questionnaire
4.	Sample selection	Micro Vision of Micro Labs Limited (India)
5.	Sample size	42
6.	Sample unit	Zonal Managers Regional Managers Senior Area Managers Area Managers
7.	Sampling Technique	Purposive Sampling (Total Population)
8.	Analysis of Data	SPSS (Statistical Package for the Social Sciences) and Microsoft Excel

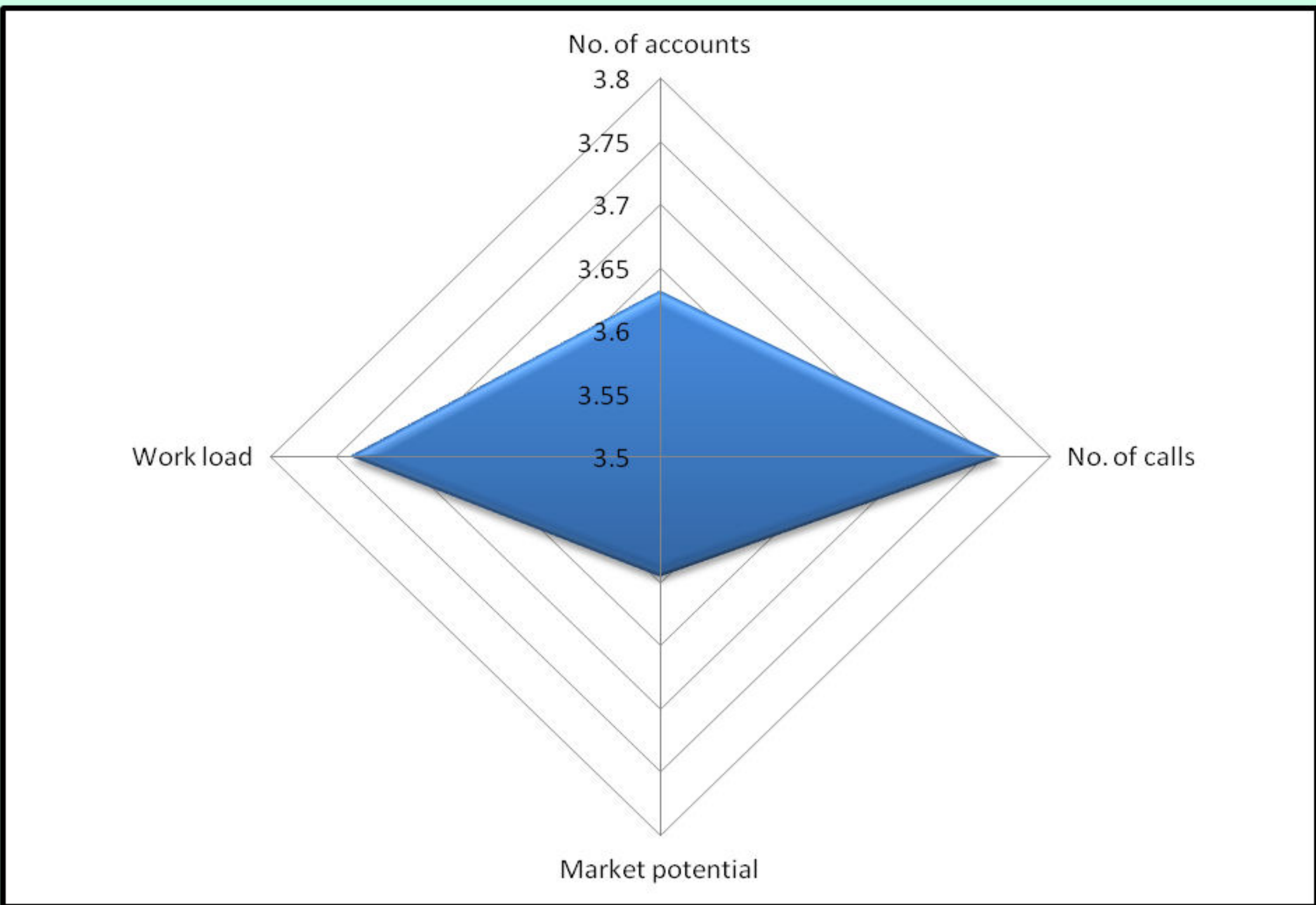
FINDINGS



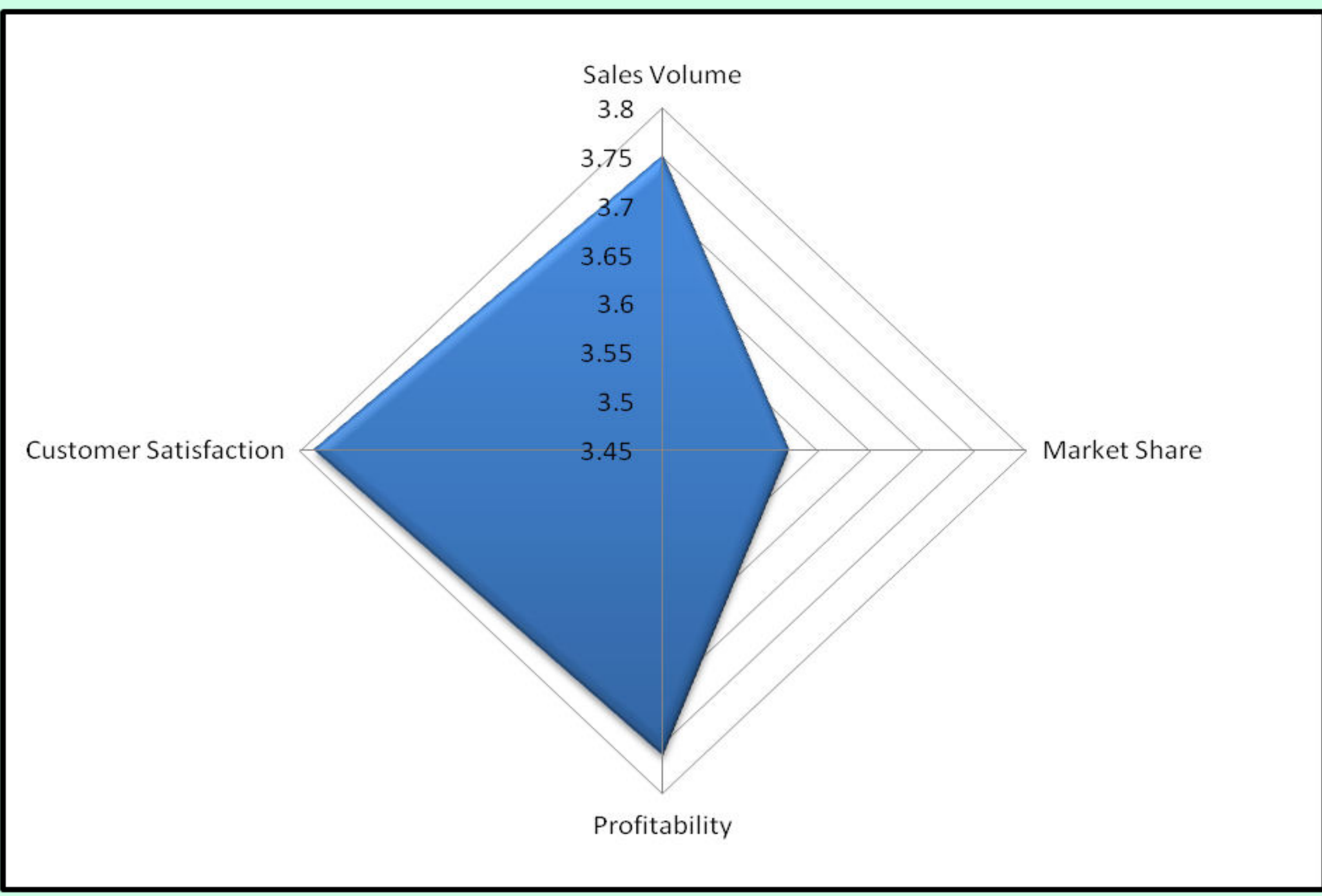
Analyze the Sales Management Control System



Analyze the Sales Force Behavioral Performance



Analyze the Sales Territory Design



Analyze the Sales Organization Effectiveness

RECOMMENDATION

- Sales managers should know about the model of Sales Force Effectiveness and its applicability in the growth of the organization.
- In sales management control system, managers should monitor their salesperson's activities day-by-day because it is an important tool in the current business context for timely decision making and helps to understand how well your business is progressing .
- In sales force behavioral performance, managers should work in a team because it helps to understand the strengths and weaknesses of each team member.
- In sales territory design, managers should give priority to market potential because is a unique way to present your value proposition in the market.
- In sales organization effectiveness, managers should prioritize market share because it is an only metric that marketers can use in order to judge the effectiveness of marketing campaigns.