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THE ROLE OF LEADERSHIP IN SALES FORCE MANAGEMENT: CULTIVATING A CULTURE OF EXCELLENCE WITH REFERENCE TO TATA MOTORS

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ABSTRACT

pay for salespeople by taking into account how their actions affect a company's inventory and production systems. The pay package for the sales force has an impact on how hard the salespeople will work, which in turn influences the company's product sales pattern and, eventually, the efficiency of the production and inventory system. Generally speaking, manufacturing and inventory planning are made easier by a seamless demand process. Thus, it is advantageous for a company to motivate its salespeople to work hard in a manner that really facilitates the demand process. In order to encourage such behaviour, the article suggests a compensation package. It uses a moving-time-window method to assess and pay the sales force, with the production lead time dictating how long the time window is. In comparison to a popular pay plan based on yearly quotas, numerical examples demonstrate that the suggested package benefits the company.

Management of Sales Forces Sales management and personal selling are crucial promotional components of almost all domestic and international marketing plans. The creation and administration of a high-performing sales staff is given increasing importance as a result of globalisation, the opening of centralised and growing markets, and the significance of relationships in marketing exchange. The international sales force's role as a relationship manager, cultural border spanner, and source of marketing material on a multidomestic or worldwide scale contributes to the difficulty of planning and leading a sales force in a global context.

Businesses need to be able to implement the time-based revenue management concept for their sales representatives. The way that the majority of sales divisions have historically regarded salesperson time must be revised in order to accomplish this. To better include the value of the salesperson's time as a consideration in sales potential and revenue calculation, a novel kind of recommended measure—revenue per available salesperson hour—is put forward. This article aims to: 1. create a favourable impression of revenue management as a successful sales strategy; 2. provide a foundation for such a plan; and 3. provide a helpful roadmap for making implementation easier.

1. INTRODUCTION

sales force management often comes up in discussions between professional supervisors. Many times, questions such as “How can I boost my sales force management skills?” or “Sales force management... who has time for it?” are

raised. However, rest assured that sales force management is an essential element in the world of selling, and there are some great ways for you to gain sales force management acumen without spending tons of time on the process.

Sales Force Management – Make It a Pleasure, Not a Pain!
First, take a hard look at how you approach sales force management. If you assume that all your sales force management endeavors are going to be painful and time-consuming, they probably will be! After all, it's a self-fulfilling prophecy. On the other hand, if you envision sales force management as a way of becoming a better leader or growing closer to your employees, you might just be able to put sales force management in a positive light. And your optimism toward sales force management will be contagious.

Sales Force Management – Lead by Example
One of the secrets to successful sales force management is to always behave the way you want your employees to ACT. This means no surfing the Internet or using the old, "It's Friday afternoon; why bother making prospect calls?" phrase; those actions will not equate to outstanding sales force management. To be a top-notch supervisor, you need to be someone to whom your staff can look up. Thus, one of the most important elements of your sales force management is to be the type of seller you want your colleagues to become.

SCOPE OF THE STUDY:

The scope is confirmed only to examine the "Customer relationship management with reference to **Tata Motors SERVICES**" and to find possible remedies to counteract their competition.

The study aims to measure satisfaction level of the dealers regarding **Tata Motors** industries. The area within which the study was conducted regarding the information the primary data is collected in the form of questionnaire collected from the dealers in Ranga redy district. To sum up the project had within the scope of the study in the area of "**Sales Force Management**" of

Tata Motors dealers in Ranga Reddy district for a particular time (2013-2014).

The research measures the experiences of customers. Defines and analyses the experiences based on key deliverables. Gains insights into Customer expectations.

OBJECTIVES OF THE STUDY

The broad objective is to study the perception of "SALES FORCE MANAGEMENT WITH REFERENCE TO **Tata Motors Limited (TML), AUTOFIN LIMITED**".

- To find out the factors that influences the buy **Tata Motors Limited (TML), AUTOFIN LIMITED** decision of a **Tata Motors Limited (TML), AUTOFIN LIMITED** services.
- To identify and study the problems faced by the consumers of **Tata Motors Limited (TML), AUTOFIN LIMITED SERVICES**.
- To study the satisfaction level of exist **Tata Motors Limited (TML), AUTOFIN LIMITED** consumer of **Tata Motors Limited (TML), AUTOFIN LIMITED SERVICES**.
- To assess the role of brand image in the purchase **Tata Motors Limited (TML), AUTOFIN LIMITED** decision of **Tata Motors Limited (TML), AUTOFIN LIMITED SERVICES**.

RESEARCH OBJECTIVE

- To study about the **Tata Motors** services.
- To study about the **Tata Motors** products.
- To know about why the customer likes **Tata Motors**.
- Are they happy with the service?
- To know about what customer needs and what the company is provide **Tata Motors**.

- To know about how they fulfil the needs of the customers.
- To know about the service.

To study the objectives in detail the follow Tata **Motors Limited (TML)** ,**AUTOFIN LIMITED** research methodology is adopted.

2. RESEARCH METHAODOLOGY

Research design:

“Research design is the plan, structure. And strategy of investigation conceived so as to obtain answers to research questions and to control variance”

Kerl Icier

The research designs are both descriptive and exploratory in nature. The objectives of this study is to answer the “who, what, when, where and How “of the subject under investigation.

SAMPLE ICICI PLAN AND SIZE FOR CONSUMERS:

Sample Tata **Motors Limited (TML)**, **AUTOFIN LIMITED** plays a vital role in decide Tata **Motors** the quality of any project while do Tata **Motors** this survey it is felt to conduct the survey for consumers under convenient sample Tata **Motors** method. Convenience sample Tata **Motors** was adopted both for consumers where the sample unites are chosen primarily on the basis of the convenience of the investigators. The sample size was determined as 100 consumers

SAMPLE TERRITORY:

The survey has been conducted and restricted to the city of Hyderabad in ANDRA PRADESH

SOURCE OF DATA:

Data, which is to be used for the project, has come both from primary sources as well as secondary sources

PRIMARY DATA SOURCES:

The crux of the report is based on the information collected from the respondents with the help of questionnaires. The primary source of information have been consumers who have filled up the questionnaire

Consumer who interviewed separately and the respondents jotted down in the questionnaire for the purpose.

SECONDARY DATA SOURCES:

Information has also been borrow from both internal sources such as company records and external sources like journal, magazines and book on market **Tata Motors** research

DATA COLLECTION METHOD:

The survey method was employed for primary data collection. The medium of date collection was through personal interviews. Where the respondents were questioned in face-to-face meet Tata **Motors** the consumers were met either in their homes (or) place of work. Some of respondents were questioned through telephones,

LIMITATIONS

- Time is an important constraint. The whole study was conducted in a period of 45 days.
- The Study is Restricted to a limited region i.e., the twin cities of Hyderabad

and Secunderabad. So, the inferences made by this study are not applicable to the entire market.

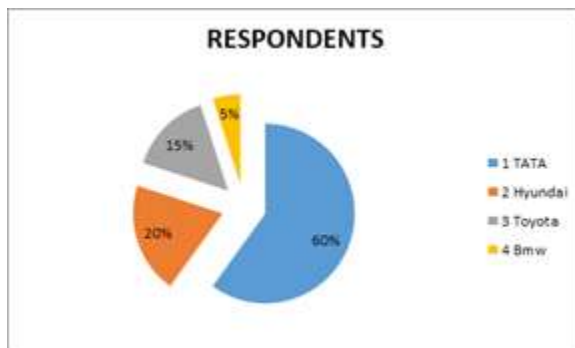
- The data collection from the respondents is qualitative in nature i.e., views, opinions, etc., so it is not a convenient data for the study for a longer duration.
- The Respondents were very apprehensive while taking the telephone number and address.
- I consulted only public, customers of TATA only. I collected only 100 samples.

3. DATA ANALYSIS AND INTERPRETATION

1. Which Brand car you are using?

S NO	PRODUCT	RESPONDENTS	%
1	TATA	60	60
2	Hyundai	20	20
3	Toyota	15	15
4	Bmw	5	5

CHART



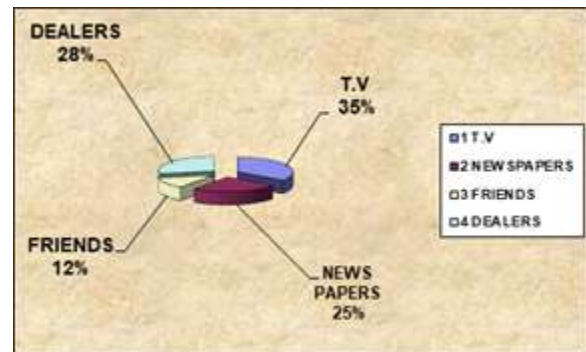
Interpretation:

From above it can be stated that the general satisfaction level of for TATA in twin cities of Hyderabad and Secunderabad is 60%.

2. SOURCES OF AWARENESS:

The customer was enquired about the sources of awareness with regard the TATA. This will help to know us to which sources is playing a major role in creating awareness among the customers.

S .NO	ADVERTISEMENT	RESPONDENTS	%
1	T.V	35	35
2	NEWSPAPERS	25	25
3	FRIENDS	12	12
4	DEALERS	28	28



Interpretation:

Out of the responses obtained from 100 customers 28% said that they became aware of the Friends. And through the friends 35% of the customers are aware from the T.V. And another 25% are aware of by the NEWS PAPERS. And only 12% are aware by the DEALERS.

3. What are the voluble attributes you normally look while purchasing an account?

S NO	ATTRIBUTES	RESPONDENTS	%
1	SERVICES	50	50
2	PRICE	10	10
3	SAFETY	30	30
4	OTHERS	10	10



Interpretation:

From the above it can be stated that general normally any one while purchasing a four wheeler most of the members are seeing 50% of members are seeing SERVICES and 30% of members are seeing SAFETY And 10% of members are seeing PRICE and 10% of members are others.

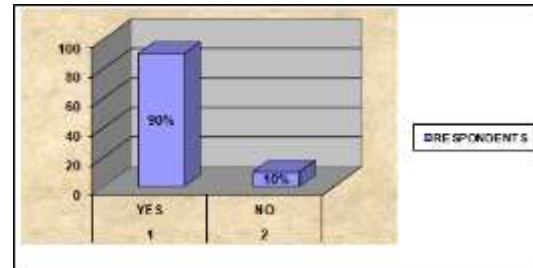
4. SUGGESTING TO FRIENDS:

The following table is regarding the customer likeliness in suggesting this brand to other friends. This is an indicator of customer satisfaction also.

Let's see the responses.

S NO	SUGGEST FRIENDS	RESPONDENTS	%
1	YES	90	90
2	NO	10	10

CHART-5



Interpretation:

A look at the chart shows that 90% of the members are suggesting and 10% of the members are not suggesting.

4. FINDINGS

- Most of the respondents were aware by the friends and relatives (48%).Advertisements (28%) also helped in providing information to the respondents.
- 82% of the respondents were aware of **TATA Motors**.
- In advertisement media newspapers (56%) were much affective and motor (38%) was also a major advertising media.
- Many factors like family members advertising were responsible for influencing the customers to buy **TATA Motors**.
- 6% of the customers were very much satisfied with **TATA Motors**. Whereas 58% was satisfied with **TATA Motors**.
- 39% of the respondents were satisfied with the service of the **TATA Motors**.
- After sales service at door step 38% was one of the factors which help the purchaser to buy a TATA Motors. Prompt service 52% also help to attract the purchaser.
- 54% of the respondents considered the price of the **TATA Motors**. As higher where as only 8% considered as economical and 38% of the respondent said it as reasonable.

SUGGESTIONS

- The most important media for consumer durables is **TATA Motors**. So, they

should go for television advertisements rather going for newspaper, the television advertisements influences more on the people. They should spend some expenditure for T.V. advertisements.

2. Being the price of the **TATA Motors** is high they should try to reduce prices because there are many other TV's which can be purchased at lower cost, and then these people are selling. If not, the sales may decrease.
3. More features should be added to the television according to the needs of the customer, because their competitors are coming with new models. According to the competitors changing models also these people should change the models also these people should change the models or change the technology.
4. Company should give some incentives to the dealers for promoting the products of **TATA Motors**. They should not neglect dealers. They should select good dealers, b which they can give customer satisfaction.
5. Company should setup service centres at dealer level itself. They should train some personnel for exclusive maintenance of these Televisions. They should provide home service to the customers. The personnel should be appointed by company to the dealers. The service should be accurate.
6. Enough spare parts for the latest models should be stocked, so as to meet sudden break down calls. To enable the customers to get in touch with the service personal more easily, the number of direct phones should be increase or provide the toll free number.
7. Periodically, review meetings with the customers in different areas should be convinced, to have a general consensus

regarding problems being faced by them.

5. CONCLUSION

Automobiles may become the industry leader in several market areas by introducing innovative formulas and managing sales forces among diverse clients, according to a research.

Since 70% of consumers are aware of automobiles, it was assumed that the majority of high-income consumers favoured the product.

50% of consumers believe that the price of the account is reasonable, and the majority of customers agree that TATA offers the best quality at a fair price. However, 10% of consumers are requesting that the quality be improved.

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