

# 36 Lecture - MGT301

## Important Subjective

1. **What is sales force automation, and how does it improve sales force productivity?** Answer: Sales force automation (SFA) is the use of technology to automate the sales process, such as contact management, sales forecasting, and order processing. It improves sales force productivity by streamlining the sales process, reducing administrative tasks, and enabling salespeople to focus on selling.
2. **How can sales force diversity impact sales performance?** Answer: Sales force diversity can positively impact sales performance by bringing a wider range of perspectives and experiences to the sales process, enabling salespeople to better understand and connect with a broader range of customers.
3. **What are the key components of a sales force compensation plan, and how can they be used to motivate salespeople?** Answer: The key components of a sales force compensation plan include base salary, commissions, bonuses, and other incentives. They can be used to motivate salespeople by aligning compensation with performance, setting achievable goals, and rewarding top performers.
4. **What is the role of training and development in sales force management?** Answer: Training and development are critical in sales force management because they enable salespeople to develop the skills and knowledge they need to be effective in their roles, such as product knowledge, sales techniques, and customer service skills.
5. **How can sales force performance be measured and evaluated?** Answer: Sales force performance can be measured and evaluated using a range of metrics, such as sales revenue, customer acquisition and retention rates, and customer satisfaction scores.
6. **What is the role of technology in sales force management, and how can it be used to improve sales performance?** Answer: Technology plays a critical role in sales force management by providing tools for sales force automation, data analysis, and customer relationship management. It can be used to improve sales performance by enabling salespeople to work more efficiently, identify new sales opportunities, and provide better customer service.
7. **What are the key factors that impact sales force morale and motivation, and how can they be managed?** Answer: Key factors that impact sales force morale and motivation include compensation, recognition, management support, and work-life balance. They can be managed by establishing clear goals and expectations, providing regular feedback and recognition, and fostering a positive work environment.
8. **How can sales force turnover be managed, and what are the implications of high turnover for sales performance?** Answer: Sales force turnover can be managed by providing opportunities for career development and growth, offering competitive compensation and benefits, and creating a positive work environment. High turnover can have negative implications for sales performance, such as reduced productivity and customer satisfaction.
9. **What is the role of leadership in sales force management, and how can effective leadership improve sales performance?** Answer: Leadership plays a critical role in sales force management by setting the tone for the sales organization, providing direction and guidance, and empowering salespeople to achieve their goals. Effective leadership can improve sales performance by fostering a culture of accountability and continuous improvement.

10. **How can sales force management adapt to changing market conditions and customer needs?**

Answer: Sales force management can adapt to changing market conditions and customer needs by regularly assessing market trends and customer feedback, adjusting sales strategies and tactics, and providing ongoing training and development for salespeople.