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A STUDY TO IDENTIFY SALES MANAGEMENT AND SALES LEADERSHIP IN SCM GARMENTS PRIVATE LIMITED, ERODE

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Abstract

Sales refer to the exchange of a product, commodity, service or delivery for money. It involves helping prospective clients or customers by listening to them and understanding their wants and needs to find them what they're looking for. Rather than persuading someone to purchase something, selling is focused on meeting the needs of the customer objectively. The objective of the study is to identify sales management and sales leadership in SCM Garments Private Limited, Erode. The sample of the study is 120. Descriptive research design and convenience sampling method has been used. Questionnaire has been used as a primary data. Simple percentage analysis, chi-square analysis and correlation statistical tools have been applied to reach the findings of the study.

Keywords: Sales performance, Sales team management, Sales training, Sales techniques, Sales process, Sales forecasting, Customer relationship management (CRM).

INTRODUCTION

Sales refers to the exchange of a product, commodity, service or delivery for money. It involves helping prospective clients or customers by listening to them and understanding their wants and needs to find them what they're looking for. Rather than persuading someone to purchase something, selling is focused on meeting the needs of the customer objectively.

OBJECTIVES OF THE STUDY

- To assess the Sales Strategy in the company
- To evaluate the leadership styles within the sales management team
- To examine the effectiveness of training and development programs contribution to achieving organizational sales targets
- To analyse the Sales Performance of the sales team in the organisation

NEED OF THE STUDY

The need for the study on sales management and sales leadership in SCM Garments Private Limited, Erode, arises from the critical role these aspects play in the success and sustainability of any business, particularly in the competitive landscape of the garment industry. Understanding how effective sales management and leadership strategies are implemented within the company can provide invaluable insights into enhancing operational.

SCOPE OF THE STUDY

The scope of the study is confined to SCM Garments Private Limited, Erode. The main aim of this study is to analyse the sales management and sales leadership. It is also focused on Sales Strategy in the company. The study helps to understand effectiveness of training and development programs contribution to achieving organizational sales targets.

LIMITATIONS OF THE STUDY

The research study is confined only to Erode. The sample was chosen randomly which might not be the actual representatives of the total population, due to which there may be an error. The sample size is restricted to 120 only. Information is partially based on secondary data & hence authenticity of the study can be visualized & is measurable

REVIEW OF LITERATURE

Katsikea, E., Theodosiou, M. and Makri, K. (2019), This study aims to propose that the development of an effective export sales strategy can contribute greatly toward this aim. The study also demonstrates that export market intelligence generation and export market intelligence dissemination activities are important drivers of export sales strategy.

Moghareh Abed, G. and Haghghi, M. (2019), The main purpose of this study is to investigate the effects of selling strategies on the sales performance of a company. It investigates how selling strategies impact sales performance in the literature and then presents statistical evidence via a case study.

Srivastava, R.V. and Tang, T. (2019), This study aims to develop and test a new formative theory of coping intelligence (CI). The study collected data from multiple sources: survey data from 452 boundary-spanning salespeople and sales commission.

RESEARCH METHODOLOGY

Sampling method: Convenience sampling method, also known as availability Sampling

Sampling Technique: Simple Random Sampling

Sample size: 120 valid responses collected from employees.

Population size: Here population is entire employees of the company SCM Garments Private Limited, Erode.

Tools used for data analysis: Simple Percentage Analysis, Chi-Square Analysis Test, Correlation method.

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

The study conducted on respondents from SCM Garments Private Limited in Erode revealed significant insights. The majority of respondents fell within the age range of 26-35 years, indicating a relatively young workforce. Regarding educational qualifications, a significant proportion of respondents had completed undergraduate degrees, suggesting a well-educated workforce. In terms of experience, the majority of respondents had 1-3 years of experience, indicating a mix of relatively junior and mid-level employees. Regarding sales management and leadership within the organization, the majority of respondents agreed that the sales strategy was well-defined and effectively communicated to all sales team members.

CHI SQUARE ANALYSIS

TEST	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.874 ^a	14	.062
Likelihood Ratio	29.207	14	.010
Linear-by-Linear Association	13.288	1	.000
N of Valid Cases	120		

RESULT

There is no significant difference between the gender of the respondents and sales strategy.

CORRELATION ANALYSIS

		Age of the respondents	Performance
Age of the respondents	Pearson Correlation	1	-.001
	Sig. (2-tailed)		.991
	N	120	120
Sales performance	Pearson Correlation	-.001	1
	Sig. (2-tailed)	.991	

		Age of the respondents	Performance
Age of the respondents	Pearson Correlation	1	-.001
	Sig. (2-tailed)		.991
	N	120	120
Sales performance	Pearson Correlation	-.001	1
	Sig. (2-tailed)	.991	
	N	120	120

RESULT

There is non-significant relationship between age of the respondents and sales performance.

FINDINGS

Notably, a majority of respondents identify as 65.8% of the respondents are male. 42.5% of the respondents are in the age group of 26-35 years. 41.7% of the respondents have completed UG degree. 32.5% of the respondents have 1 year – 3 years’ experience. 43.3% of the respondents are agree towards the organization's sales strategy is well-defined and communicated to all sales team members. 40.0% of the respondents are agree towards sales strategy changes are implemented smoothly and effectively. 41.7% of the respondents are strongly agree towards the sales strategy aligns well with the current market trends and customer needs.

SUGGESTIONS

By means of periodic training sessions and updates, the organisation ought to guarantee that the sales strategy is lucidly documented and efficiently communicated, thereby cultivating a collective comprehension among all members of the sales team. It is imperative for the organisation to develop a comprehensive change management process that encompasses training, stakeholder engagement, and meticulous preparation in order to guarantee the smooth integration of sales strategy modifications while minimising operational disruptions.

CONCLUSION

In summary, following an extensive analysis of sales management and sales leadership within the institution, it can be stated that customer-centric and market-trend-aligned sales strategies are crucial in fostering organisational success. This study emphasises the criticality of sales executives fostering innovation, collaboration, and effective communication in order to cultivate a sales team that operates at a high level of performance. In addition, it is critical to furnish sales team members with the requisite knowledge and instruments to consistently meet sales objectives through the provision of pertinent training programmes, sufficient support, and adequate resources.

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