

EXECUTIVE SUMMARY

Sales consultants are an asset to the organization as they generate revenue for the organization. Sales management has nothing to do with bossism. It has more to do with concepts of leadership, productivity, communication and consumer behaviour, so as to build better relationship between the customers and the sales consultants.

Sales consultants have to be sensitive to the voice of the customer. For the customer, sales consultants are the face of the organization. Sales consultants can make or break the perception of the customer towards the organization. This study is mainly to understand the present relation between the sales consultants and customers so as to empower and strengthen their relationship, in turn to benefit sales consultants and the organization

Each individual is unique and it is important to understand the behaviour of the sales consultants as well as the customers, because they are involved in the most important function of direct marketing organizations. Without this activity the very existence of the direct marketing organization is questioned.

Example:

Zepter International Pvt ltd says that if they follow the system of marketing taught by the organization, then there is no reason that the sales will not happen. Still 100% strike rate in sales is not taking place. Hence the purpose of this study is to understand why the system is not being duplicated as per the organizational standards and how to build effective relationship between the sales consultants and the customers.

The proposed study aims to achieve the following objective

- To assess the factors that influences a customer to buy the product.
- To analyze how the immediate managers influence the sales consultant with regard to motivation so as to implement an effective presentation to the customer and close the sale.
- To have an empirical validation of the attitude that the sales consultant portrays during the presentation and to understand his anxiety to sell.
- To evolve a model framework that would help the organization understand the factors that influence the customers to buy, & the attitude that a sales consultant should portray in order to close the sale effectively.

The study aims to understand the relationship between the sales consultant and the customer .It also aims to understand the behaviour of customers towards the sales consultant with regard to direct marketing organizations.

The present study is a survey-cum-analytical and empirical one. To elicit the primary data of proposed study, questionnaires with structured and unstructured questions for executive and non-executive category shall be separately administered.

Further, personal interviewing of respondents, to corroborate the factual information will be given at most importance.