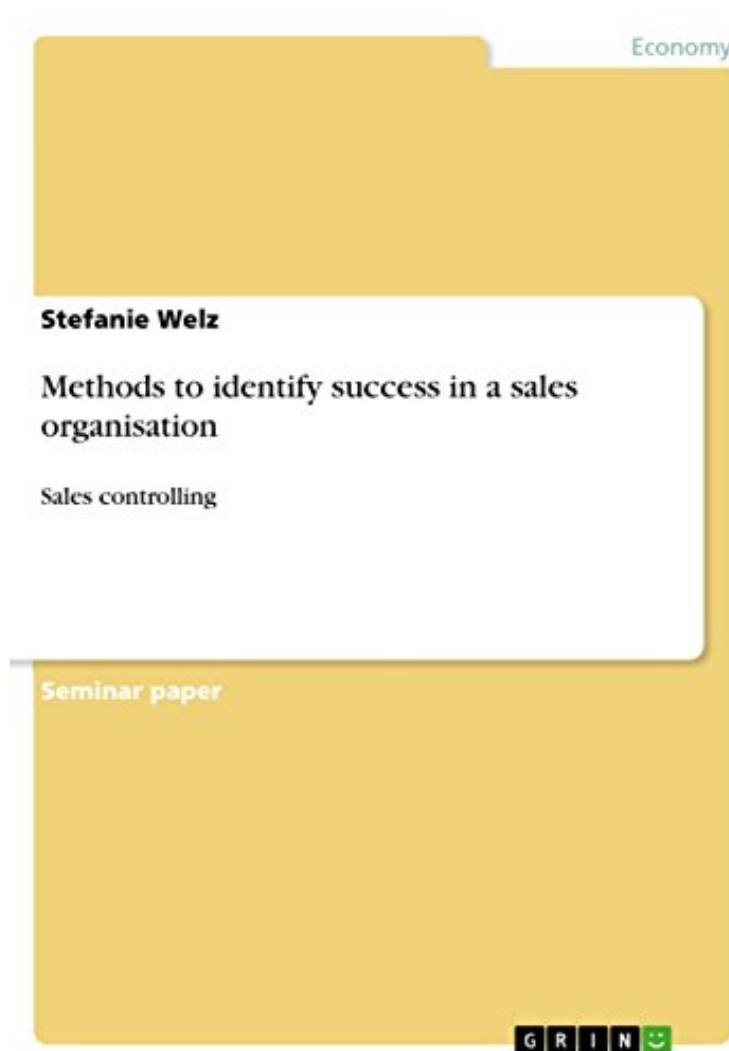


Methods to identify success in a sales organisation: Sales controlling

Stefanie Welz

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Stefanie Welz : Methods to identify success in a sales organisation: Sales controlling before purchasing it in order to gauge whether or not it would be worth my time, and all praised Methods to identify success in a sales organisation: Sales controlling:

Seminar paper from the year 2006 in the subject Business economics - Controlling, grade: B+, University of applied sciences, Munich, course: Sales and Key account management, 12 + 3 Internetquellen entries in the bibliography, language: English, abstract: 1 Introduction1.1 Executive SummaryOver the past years the company's environments are getting more and more manifold and complicated. New, flexible forms of sales, E-Commerce and growing IT-know-how as well as an increasing change in customer preferences and requirements on the world market

lead to modified tasks of sales representatives and increasing importance of sales organizations within the companies. According to a research of the consultancy firm Mercuri International¹ most of the interviewed companies forecasted that the expansion of distribution channels, the improvement of existing sales concepts, international sales activities and further sales controlling are the key issues for the future.

1.2 Scope of Work

The assignment "Methods to identify success in a sales organization - sales controlling" starts with the introduction which includes the executive summary and the scope of work that is realized in here. The second chapter deals with a detailed definition of the problem that causes the relevance of this assignment, the determination of the objectives as well as the methodology that describes the assignment's structured procedure. Chapter three is focused on the basics of sales and controlling. At this juncture in particular sales, controlling and sales controlling are being analyzed. Chapter four is about the objectives and tasks of sales controlling where as chapter five describes the different methods of sales controlling. Finally, the results of this assignment are summarized; especially whether the set objectives are reached as well as critical comments about the assignment is given in the last chapter. The purpose of this assignment is to provide further research insight on a topic, which still has not yet reached saturation in terms of analysis and understanding even though there is a voluminous literature on sales controlling.