**Sales Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**1. A sales manager notices that one of their top-performing sales personnel, Ravi, has been consistently missing targets over the last three months. Upon discussion, Ravi shares that he feels undervalued and mentions that newer team members receive more recognition. As a sales manager, what steps would you take to motivate Ravi and ensure he regains his enthusiasm and performance levels?**

**Answer:**

**Introduction:**

Ravi, a top-performing sales personnel, is struggling with motivation due to feeling undervalued and overlooked in comparison to newer team members. As a sales manager, it is crucial to address these concerns thoughtfully. By offering support, recognizing Ravi’s contributions, and ensuring a fair and motivating environment, you can help him regain his enthusiasm and improve his performance. This approach requires a balance of empathy, feedback, and actionable steps.

As a sales manager, it’s important to address Ravi’s concerns while re-engaging his motivation.

By addressing Ravi’s emotional and professional needs, you can reignite his passion, enhance his job satisfaction, and improve his performance.

Here’s a structured approach:

**This is partially solved sample answer**

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**2. Prepare a Sales Plan for a brand of electronic goods focusing in rural market.**

**Answer:**

**Introduction:**

The sales plan for an electronic goods brand targeting the rural market aims to increase brand awareness, sales, and market share by addressing the unique needs of rural consumers. This involves understanding consumer behavior, offering tailored products, utilizing local distribution channels, and implementing effective promotional strategies to drive sales growth.

This sales plan aims to build a strong connection with rural customers by addressing their specific needs and challenges, creating trust through local relationships, and offering tailored products and services. By focusing on education, accessibility, and affordability, the brand can successfully tap into the vast and growing rural market for electronic goods.

**Sales Plan for Electronic Goods Brand Targeting the Rural Market**

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**3. Read the case & answer the questions based on the case:**

**XYZ Pvt. Ltd., a growing FMCG company, is planning to expand its market presence in Tier- 2 and Tier-3 cities. The sales manager, Mr. Mehta, has been asked to prepare the sales budget for the upcoming financial year. He reviews historical sales data, market demand, and competitor strategies to set a target of a 20% increase in sales. He allocates funds for promotional campaigns, salesforce incentives, and distribution enhancements. However, during the budget review meeting, the finance team recommends a 10% cut, citing cost constraints. This forces Mr. Mehta to reconsider the allocation of funds without compromising the growth target.**

**Questions:**

**a. How should Mr. Mehta prioritize his budget allocation to balance cost efficiency with achieving the sales growth target?**

**Answer:**

**Introduction:**

Mr. Mehta faces the challenge of balancing cost efficiency with achieving a 20% sales growth target for XYZ Pvt. Ltd.'s expansion into Tier-2 and Tier-3 cities. With the finance team recommending a 10% budget cut, he must strategically allocate resources to maintain growth while managing expenses effectively.

By focusing on high-return activities and optimizing spend in less critical areas, Mr. Mehta can work towards achieving the sales growth target while respecting the budgetary constraints.

To balance cost efficiency with achieving the 20% sales growth target, Mr. Mehta should prioritize his budget allocation in the following manner:

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**b. What alternative strategies can Mr. Mehta consider to optimize resources and still meet the expansion goals?**

**Answer:**

**Introduction:**

To achieve the expansion goals despite budget constraints, Mr. Mehta must explore alternative strategies that optimize resource allocation. These strategies focus on cost-effective marketing, efficient distribution, and leveraging partnerships to ensure the company's sales growth target is met.

By implementing these alternative strategies, Mr. Mehta can optimize resources and increase the likelihood of meeting XYZ Pvt. Ltd.'s sales growth target, even with the reduced budget.

To optimize resources and still meet the expansion goals, Mr. Mehta can consider the following alternative strategies:

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