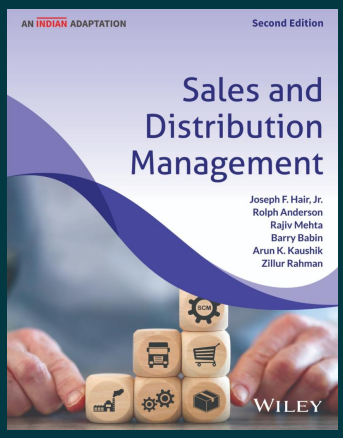
WILEY



Sales and Distribution Management, 2ed (An Indian Adaptation)

By Joseph F. Hair, Jr., Rolph Anderson, Rajiv Mehta, Barry Babin, Arun Kaushik, Zillur Rahman

Paperback 9789357469517 **₹1,189.00**

Pages: 688

Description

It presents core concepts using a comprehensive pedagogical framework – featuring real-world case studies, illustrative examples, and innovative exercises – to facilitate a deeper understanding of sales management challenges and to develop stronger sales management skills. In addition to thoroughly revising all chapters, this Indian edition features a set of six new chapters, focusing on distribution channels, retailing, wholesaling, distribution channel systems, logistics and supply chain management, and international sales and distribution management. Each chapter also incorporates an updated set of real business examples and cases situated in the Indian context.

About the Author

Joseph F. Hair, Jr., Rolph Anderson, Rajiv Mehta, Barry Babin, Arun Kaushik, Zillur Rahman

Dr. Joseph F. Hair, Jr. is the Director of the Ph.D. Program in Business Administration and Cleverdon Chair of Business, Mitchell College of Business, University of South Alabama.

Dr. Rolph E. Anderson is the Royal H. Gibson, Sr. Chair Professor and former Head (1975–1997) of the Department of Marketing at Drexel University.

Dr. Rajiv Mehta earned his Ph.D. in Marketing from Drexel University in 1994, is a Professor of Marketing at the Martin Tuchman School of Management, New Jersey Institute of Technology. Previously, he served on the faculty of Loyola University New Orleans.

Dr. Barry J. Babin is the Morris Lewis Professor and Chair of Marketing at Ole Miss Business School.

Dr. Arun Kumar Kaushik holds the position of Associate Professor in the field of Marketing at the Indian Institute of Management (IIM) Amritsar.

Dr. Zillur Rahman is a Professor in the Department of Management Studies, Indian Institute of Technology Roorkee, India.

Table of Contents

1. Introduction to Sales and Distribution Management and Its Evolving Roles

What Is Sales Management?

Types, Titles, and Hierarchical Levels of Sales Managers

Responsibilities and Duties of Sales Managers

Twenty-First-Century Sales Management

Organizing and Developing the Sales Force

Managing and Directing Sales Force Efforts

Controlling and Evaluating Sales Force Performance
Understanding and Managing Distribution Channels
Strategic Global Distribution Management
Sales Management Is Uniquely Challenging
Serving as Customer Consultants
Managing the Hybrid Sales Force
BOX 1.1 | Sales Management in Action 1.1
What Qualities Are Needed to Be a Sales Manager?
Integrating Sales Management and Marketing Management
The Field Sales Force and Headquarters Marketing Support Team
Integrated Marketing Communication
BOX 1.2 | Sales Management in Action 1.2
Monitoring and Adapting to the Macroenvironment
BOX 1.3 | Sales Management in Action 1.3
Megatrends Affecting Sales Management
How Well Are Sales Managers Performing?
Illogical Selection of Sales Managers
Inadequate Sales Management Training
Lack of a Long-Run Customer Relationship Orientation
Insufficient Blending of Sales, Marketing, and Financial Knowledge
Developing Sales Managers for the Twenty-First-Century
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercise
Role-Play Exercise
In-Basket Exercise
Ethical Dilemma
CASE 1.1 Greystone Organics: Sales Force Management Seminar
CASE 1.2 Centroid Computer Corporation: The New Sales Manager
Notes
2. Managing Ethics in a Sales Environment
What Is Business Ethics?
Organizational Ethics, Sales, and Sales Force Management
Salespeople Are Boundary Spanners
Customer Vulnerability
Applying Professional Sales Codes of Ethics
Types of Codes of Ethics

BOX 2.1 | Sales Management in Action 2.1
Do Codes of Ethics Affect Behavior?
Ethical Philosophies and Moral Judgments
Idealism
Relativism
Teleology
Moral Judgments
Are Salespeople More Unethical Than Anyone Else?
Potentially Unethical Behaviors
Dealing with Unethical Behavior
Creating an Ethical Work Climate
Ethical Work Climate
BOX 2.2 | Sales Management in Action 2.2
Managing the Ethical Climate
Legal Considerations in the Sales Environment
Federal Regulation
Price Discrimination
International Regulation of Sales
Personal Selling
State and Local Regulation
Model Good Ethical Behavior Among the Sales Force
Understanding Ethics
Measuring the Ethical Climate
Leading by Example
Sales Manager Ethics Checklist
Future Developments Impacting Sales Ethics
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercises
Role-Play Exercises
In-Basket Exercise
Ethical Dilemma
CASE 2.1 Johnson Industrial: Advancing Production in the Modern World
CASE 2.2 J&R Company: Unethical Sales Practices
Notes
3. Customer Relationship Management (CRM) and Building Partnerships
What Is CRM?

Relationship Orientation and CRM
Mass Marketing
Differentiated Marketing
Niche Marketing
One-to-One Marketing
Using Information to Meet Customer Needs
Production Versus Marketing Orientation
CRM and Repeat Business
Transactional View
Relational Selling
BOX 3.1 | Sales Management in Action 3.1
Strategic Partnerships
Mechanisms That Govern Exchanges
CRM, Customer Loyalty, and Lifetime Value
Customer Loyalty
Computing the Value of a Customer
Risks of Relational Selling
CRM and the Selling Process
CRM and Sales
The Salesperson and Managing Customers
Product Portfolios
Customer Portfolios
BOX 3.2 | Sales Management in Action 3.2
CRM and Production
Using Technology in CRM
Web Technologies and CRM
Integrated Web Solutions
Marketing Automation and CRM
Sales Force Automation
BOX 3.3 | Sales Management in Action 3.3
CRM Hardware
CRM Software
CRM Successes and Failures
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercise
Role-Play Exercise

In-Basket Exercise
Ethical Dilemma
CASE 3.1 Briley Transport: A CRM Solution – Or Not?
CASE 3.2 TC’s Bookings: CRM
Notes

4. The Selling Process

Updating the Roles of Salespeople
Customer Relationship Management
Opportunities in Selling and Sales Management
Careers for Different Types of Individuals
Everyone Sells Something
What Salespeople Do: The Stages of the Selling Process
Continuous Cycle or Wheel of Selling
Prospecting and Qualifying
Planning the Sales Call (Preapproach)
BOX 4.1 | Sales Management in Action 4.1
BOX 4.2 | Sales Management in Action 4.2
Approaching the Prospect
Making the Sales Presentation and Demonstration
Adaptive Versus Canned Sales Presentations
Negotiating Sales Resistance or Buyer Objections
Confirming and Closing the Sale
Following Up and Servicing the Account
BOX 4.3 | Sales Management in Action 4.3
Applying CRM to the Selling Process
Empowering Salespeople for CRM
CRM Training and Rewards
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercise
Role-Play Exercise
In-basket Exercise
Ethical Dilemma
CASE 4.1 Micronix-Digital: Negotiation Strategies that Work
CASE 4.2 Dasseaux Pharmaceuticals: Relationship Versus Transactional Selling
CASE 4.3 Prezi: Revolutionizing Presentations for B2B Success
Notes

5. Sales Forecasting and Budgeting

Sales Forecasting and Its Relationship to Operational Planning

Sales and Operational Planning (S&OP)

Estimating Consumer Demand

Estimating Industrial Demand

Forecasting Approaches and Techniques

Nonquantitative Forecasting Techniques

Quantitative Forecasting Techniques

BOX 5.1 | Sales Management in Action 5.1

BOX 5.2 | Sales Management in Action 5.2

Evaluating Forecasting Approaches

BOX 5.3 | Sales Management in Action 5.3

Sales Budget Planning

The Planning Function

The Coordinating Function

The Controlling Function

Preparing the Annual Sales Budget

Chapter Summary

Key Terms

Chapter Review Questions

Online Exercise

Role-Play Exercise

In-Basket Exercise

Ethical Dilemma

CASE 5.1 AKAMAI Corporation: Developing Sales Forecasts

CASE 5.2 Global Container Corporation: Creative Sales Forecasting

Notes

6. Sales Force Planning and Organizing

Purpose and Levels of Organizational Planning

Why Should Sales Managers Plan?

Levels of Organizational Planning

Sales Management Planning Process

Analyze the Situation

BOX 6.1 | Sales Management in Action 6.1

Set Goals and Objectives

Determine Market Potential and Forecast Sales

Develop Strategies

Growth Strategies

Allocate Resources and Develop Budgets
BOX 6.2 | Sales Management in Action 6.2
Implement the Plan
Evaluate and Control
Causes of Unsuccessful Planning
Dialectic Planning
Contingency Planning
BOX 6.3 | Sales Management in Action 6.3
Organizing the Sales Force
Types of Organizations
Types of Sales Department Organizations
Team Selling
Guidelines for Developing Sales Organizations
Size of the Sales Force
BOX 6.4 | Sales Management in Action 6.4
Developing a High-Quality Sales Organization
Chapter Summary
Key Terms
Chapter Review Questions
It’s Up to You
Online Exercise
Role-Play Exercise
In-Basket Exercise
Ethical Dilemma
CASE 6.1 PlayMart Toyz: Building a Sales Organization
CASE 6.2 Modern Century Dental Supply, Inc.
Notes
7. Time and Territory Management
Improving Sales Productivity
BOX 7.1 | Sales Management in Action 7.1
Establishing Sales Territories
Reasons for Sales Territories
Reasons for Not Having Sales Territories
CRM and Sales Territories
Setting Up Sales Territories
Selecting a Geographical Control Unit
Conducting an Account Analysis
Developing a Salesperson Workload Analysis

Combining Geographical Control Units into Sales Territories
BOX 7.2 | Sales Management in Action 7.2
Assigning Salespeople to Territories
Revising Sales Territories
Signs Indicating the Need for Territorial Revisions
Impact of Territory Revision on Salespeople
Self-Management
How Salespeople Spend Their Time
New Sales Manager Roles
Customer Reviews of Performance
Time Management and Routing
Managing Salesperson Time
Time Management for Sales Managers
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercise
Role-Play Exercises
In-Basket Exercise
Ethical Dilemma
CASE 7.1 Insurance Group for Manufacturers: Territory Management
CASE 7.2 TechSales & Services, Inc.: Responding to Rapid Growth
Notes
8. Recruiting and Selecting the Sales Force
Importance of Recruiting and Selection
What Is Recruitment?
The Recruitment Process
Job Analysis
Preparing a Job Description
Developing a Set of Job Qualifications
Attracting a Pool of Applicants
Sources of Salespeople
Persons Within the Company
Competitors
Noncompeting Companies
Educational Institutions
Advertisements
Online Recruiting

Employment Agencies and Professional Recruiters
Tradeshows and Conferences
Factors to Consider in Evaluating Sources
The Sales Force Selection Process
Initial Screening
In-Depth Interviewing
BOX 8.1 | Sales Management in Action 8.1
BOX 8.2 | Sales Management in Action 8.2
Employment Testing
Follow-Up Interviewing
Making the Selection
BOX 8.3 | Sales Management in Action 8.3
Sales Force Socialization
Initial Socialization
Extended Socialization
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercise
Discussion Questions
Role-Play Exercise
In-Basket Exercise
Ethical Dilemma
CASE 8.1 Vector Marketing Corporation: Recruiting and Selecting College Students
CASE 8.2 S.A. Jaguar Nuclear Operating Power Plant: Improving Recruitment and Selection
Notes
9. Training the Sales Force
YouTube, Social Media, Blogs, Wikis, Podcasts, and More
Importance of Sales Training
Benefits of Sales Force Training
Keys to Sales Training Success
Developing and Implementing Sales Training
BOX 9.1 | Sales Management in Action 9.1
Sales Training Development Process
Conduct a Training Needs Assessment
Determine Training Objectives

Determine Training Program Content
Making Training Delivery Decisions
Determine Responsibility for Training
Select Group or Individual Training
Choosing Instructional Methods
Traditional Training Methods
Location of Training
Timing of Training Programs
BOX 9.2 | Sales Management in Action 9.2
Preparing, Motivating, and Coaching Trainees
Preparing Trainees for Training
Motivating Trainees During Training
Conducting Post-Training Reinforcement
Evaluating Training Programs
Continuous Training Programs
Refresher Training
Retraining
Managerial Training
Sales Training Challenges for Global Companies
BOX 9.3 | Sales Management in Action 9.3
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercise
Role-Play Exercise
Ethical Dilemma
CASE 9.1 Hops Distributors, Inc.
CASE 9.2 Midwest Auto Parts, Inc.: Training Using Artificial Intelligence
CASE 9.3 Asirvad Microfinance Ltd
Notes
10. Sales Force Leadership
Foundations of Leadership
Supervision, Management, and Leadership
Leadership and Power
Position Power Sources
Personal Power Sources
Sales Force Management Implications
Applying Classical Leadership Theories to Twenty-First-Century Sales Force Management

Trait Theory
Leadership Behavioral Styles Theory
Contingency Theories of Leadership
Applying Contemporary Leadership Theories to Twenty-First-Century Sales Force Management
Transformational (or Charismatic and Visionary) Leadership
Pygmalion Leadership
Leadership and Empowerment: Distributive Power Sharing Through Participative Management
Servant Leadership
Shared Leadership
Other Emerging Issues in Twenty-First-Century Sales Force Leadership
Mentoring
Diversity in Selling and Sales Force Management
BOX 10.1 | Sales Management in Action 10.1
BOX 10.2 | Sales Management in Action 10.2
Guard Against Stereotyping
Communication
Listening
Understanding Nonverbal Communication
Breaking Down Communication Barriers
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercise
In-Basket Exercise
Role-Play Exercise
CASE 10.1 School Suppliers, Inc.: Leading a Diverse Sales Force
CASE 10.2 Öhlins Chemicals: Resolving Communication Problems
CASE 10.3 Flipkart India
Notes
11. Sales Force Motivation
Foundations of Motivation
Applying Contemporary Motivation Theories to Sales Force Management
Content Theories of Motivation
Process Theories of Motivation
Reinforcement Theory of Motivation
Using Rewards and Incentive Programs for Sales Force Motivation
Extrinsic Rewards
Intrinsic Rewards

Sales Force Motivation Strategies and Tools
Sales Contests
BOX 11.1 | Sales Management in Action 11.1
Sales Meetings
Additional Perspectives in Twenty-First-Century Sales Force Motivation
Organizational and Job Commitment
Organizational Climate
Learning Orientation Versus Performance Orientation
Salesperson’s Career Cycle
Empowerment and Participative Management
BOX 11.2 | Sales Management in Action 11.2
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercise
Role-Play Exercise
In-Basket Exercise
Ethical Dilemma
CASE 11.1 Schindler Pharmaceuticals: Motivating the Sales Force
CASE 11.2 Sales Actions Software, Inc.
Notes
12. Sales Force Compensation
Sales Force Compensation Plans
Variable Pay Compensation Systems
Developing the Sales Force Compensation Plan
Preparing Job Descriptions
Establishing Specific Objectives
Determining General Levels of Compensation
Developing the Compensation Mix
BOX 12.1 | Sales Management in Action 12.1
Pretesting the Plan
Administering the Plan
Evaluating the Plan
Advantages and Disadvantages of Different Compensation Methods
Straight Salary
Straight Commission
Combination Compensation Plans
Trends in Sales Compensation

Compensation for Productivity and Retention
Inclusion of Customer Satisfaction in the Compensation Plan
BOX 12.2 | Sales Management in Action 12.2
International Sales Compensation
Commission for Sales Managers
Expense Accounts and Fringe Benefits
Acknowledging the Importance of Selling Expenses
BOX 12.3 | Sales Management in Action 12.3
Designing the Expense Plan
Controlling Expenses Through Reimbursement
Curbing Abuses of Expense Reimbursement Plans
Adjusting to Rising Selling Costs
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercise
Role-Play Exercise
In-Basket Exercise
Ethical Dilemma
CASE 12.1 AirComp, Inc.: How Compensation Influences Job Search
CASE 12.2 Juiced In Time Citrus Supply: Compensation and Sales Expenses
Notes
13. Sales Organization Audit and Sales Analytics
Framework for Sales Force Organization Audit
Sales Analytics
Sales Volume Analytics
BOX 13.1 | Sales Management in Action 13.1
Profitability Analytics
BOX 13.2 | Sales Management in Action 13.2
Underlying Problems
BOX 13.3 | Sales Management in Action 13.3
Return on Assets Managed (ROAM)
Increasing Sales Force Productivity and Profits
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercise
Role-Play Exercise

In-Basket Exercise
Ethical Dilemma
CASE 13.1 Boudreaux’s Rice Cake Company: The Value of Financial Reports and Big Data
CASE 13.2 Omega Restaurant Supply: Using CRM to Justify Change
CASE 13.3 Nike
Notes
14. Sales Force Performance Evaluation
Sales Force Performance Evaluation
Purpose of Salesperson Performance Evaluations
Challenges in Salesperson Performance Evaluations
Timing of Salesperson Performance Evaluations
A Contemporary Approach to Sales Force Performance Evaluation
Establish Sales Force Goals and Objectives
Develop the Sales Plan
Set Sales Force Performance Standards
Key Sales Force Performance Factors
Combining Sales Performance Evaluation Criteria
Sources of Information for Sales Performance Evaluations
Sales Dashboards
Management Information Needed from the Sales Dashboard
Allocate Resources and Sales Force Efforts
Types of Sales Quotas
BOX 14.1 | Sales Management in Action 14.1
Administration of Sales Quotas
Measure Sales Force Performance Against Set Standards
Types of Performance Evaluation Techniques
Performance Evaluation Comparisons Between Salespeople
Sales Force Performance Evaluation Bias
Providing Feedback and Improving Sales Force Performance
Providing Feedback on Sales Force Performance Appraisals
BOX 14.2 | Sales Management in Action 14.2
Implementing Corrective Actions for Improving Sales Force Performance
Applying Emerging Perspectives in Twenty-First-Century Sales Force Performance Evaluation
360-Degree Performance Appraisals
Performance Appraisals of Team Selling
Performance Review Ranking System
BOX 14.3 | Sales Management in Action 14.3
Chapter Summary

Key Terms
Chapter Review Questions
Online Exercise
Role-Play Exercise
In-Basket Exercise
Ethical Dilemma
CASE 14.1 PARKSUNGCO Electronics: Employee 360-Degree Review
CASE 14.2 Midwest Risk Management: Performance Evaluation Systems
Notes
15. Distribution Channels: An Overview
Defining Distribution Channels
Types of Channel Members
Dual Functions of Channels
BOX 15.1 | Managing Distribution 15.1
Levels of Distribution
Distribution Channels in Different Industries
Distribution Intensity of Channels
Distribution Channels Versus Other Marketing Channels
Different Formats of Distribution Channels
BOX 15.2 | Managing Distribution 15.2
Flows in Distribution Channels
Distribution and Sales: Are They Related?
Why Do We Require Distribution Channels?
Do We Need a Channel Manager?
Designing and Developing Marketing Channels
How Distribution Channels Provide Value to the Firm
Market Development Through Expanding Distribution Network
Rural Distribution Channels
Challenges in Rural Distribution
Marketing Channel Systems
Vertical Marketing System
Horizontal Marketing System
Multichannel/Hybrid Marketing System
Managing Distribution Channels
Definition of Distribution Management
Management of Distribution Channels
Issues in Managing Distribution Channels
Chapter Summary

Key Terms
Chapter Review Questions
Online Exercise
Role-Play Exercise
In-Basket Exercise
Ethical Dilemma
CASE 15.1 Channel Conflict: Samsung India
CASE 15.2 Maruti Suzuki: A New Distribution Channel with Premium Customer Experience
Notes
16. Channel Management: Retailing
Retailing
Who Is a Retailer?
BOX 16.1 | Managing Distribution 16.1
Types of Retailers
Challenges in the Retail Business
Retailer as a Salesperson
Duties and Responsibilities of a Retail Salesperson
Traditional Versus Modern Retailing
Various Theories of Retailing
Cyclical Theories
Noncyclical Theories
Retail Life Cycle
Innovation
Accelerated Growth
Maturity
Decline
Organized Retailing
Influence of Organized Retailing on the Unorganized Sector
Recent Trends in Indian Retailing
Growth Drivers of the Indian Organized Retailing
Challenges and Opportunities of Organized Retailing
Private-Label Brands
Advantages and Disadvantages of Private-Label Brands
Private-Label Threat
Managing Retail Business
Retail Marketing Strategies
BOX 16.2 | Managing Distribution 16.2
Elements of Store Design and Layout Planning

Visual Merchandising
Benefits of Visual Merchandising
Retail Industry in India
Evolution of the Indian Retail Industry
Foreign Direct Investment in the Indian Retail Industry
E-Retailing
Electronic Retailing Versus Brick-and-Mortar Retailing
Advantages and Disadvantages of E-Retailing
Challenges of E-Retailing
Forms of E-Retailing
Major Players in the E-Retailing Sector in India
The Future of Retailing
Multichannel Versus Cross-Channel Versus Omnichannel Retailing
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercise
Role-Play Exercise
In-Basket Exercise
Ethical Dilemma
CASE 16.1 Retail Management Journey – Vivek & Co.
CASE 16.2 Organized DMart Versus Unorganized *Kirana* Shops Retailing
Notes
17. Channel Management: Wholesaling
Wholesaling and Mass Distribution
Who Is a Wholesaler?
Benefits and Challenges of Wholesaling
Wholesale E-Commerce
Ways Wholesalers Can Benefit from Using E-Commerce
Choosing a Wholesale E-Commerce Platform
BOX 17.1 | Managing Distribution 17.1
Strategic and Tactical Marketing Decisions in Wholesaling
STP Approach
Wholesale Business in India
Recent Trends of Wholesale Business
BOX 17.2 | Managing Distribution
NAM/e-NAM
Future of Wholesaling

Parties in Wholesaling Business
Managing Wholesalers
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercise
Role-Play Exercise
In-Basket Exercise
Ethical Dilemma
CASE 17.1 Wholesale Box
CASE 17.2 Conflict Between Wholesale and Retail Business
Notes
18. Designing and Managing Distribution Channel System
Designing a Distribution Channel System
Channel Conflict Management
Types of Channel Conflict
Possible Reasons behind Channel Conflict
Consequences of Channel Conflict
Marketing Tactics and Strategies to Address Channel Conflicts
Channel Information System
BOX 18.1 | Managing Distribution 18.1
BOX 18.2 | Managing Distribution 18.2
Need for CIS
Functions of CIS
Characteristics of an Effective CIS
Elements of the CIS
Evaluation and Control of Channel Performance Using CIS
Criteria Used for CIS Evaluation
Process of Evaluation and Control
Chapter Summary
Key Terms
Chapter Review Questions
Online Exercise
Role-Play Exercise
In-Basket Exercise
Ethical Dilemma
CASE 18.1 Verka: Need for a New Distribution Channel?
CASE 18.2 Kia: Changing the Traditional Distribution System?

Notes

19. Logistics and Supply Chain Management

Logistics

Origin of Logistics

Functions of Logistics

Why Is Logistics Important?

Types of Logistics

Logistics Management

Types of Logistics Management

Scope of Logistics Management

Objectives of Logistics Management

BOX 19.1 | Managing Distribution 19.1

Importance of Logistics Management

BOX 19.2 | Managing Distribution 19.2

Supply Chain Management

Supply Chain Models

Need for SCM

Parties Involved in SCM

Logistics Versus SCM

Recent Advancements and Trends in SCM

Supply Chain Integration

How Horizontal Integration Works

Advantages and Disadvantages of Supply Chain Integration

BOX 19.3 | Managing Distribution 19.3

Integration of Sales and Operational Planning with the Supply Chain

Developing Strategies and Plans for Logistics and SCM

Embracing Digital Technologies

Identifying KPIs

Integrating Various Departments

Collaborative Logistics

Focusing on Customer Experience

Using Real-time Data

Promoting Transparency

Use of Technology in Logistics and SCM

Rural Logistics and SCM

GST in Logistics and Supply Chain

Chapter Summary

Key Terms

Chapter Review Questions
Online Exercise
Role-Play Exercise
In-Basket Exercise
Ethical Dilemma
CASE 19.1 Technologies in Logistics: Shiprocket
CASE 19.2 Lijjat Papad: A Complex Supply Chain Management
Notes
20. International Sales and Distribution Management
International Markets
Nature of International Market
Differences Between Domestic and International Markets
Selection of International Markets
Factors to Be Considered Before Going International
Political and Legal Factors
Sociocultural Factors
Natural Environmental Factors
Technological Factors
Economic Factors
BOX 20.1 | Managing Distribution 20.1
Selling in International Markets
Strategies for International Markets
Market Growth/Expansion Strategies
BOX 20.2 | Managing Distribution 20.2
International Salesperson
Skills of an International Salesperson
What Does an International Salesperson Do?
Global Distribution Mix
Distribution Process
Distribution Structures
Distribution Patterns
Intermediaries
Other Factors Affecting Choice of Channels
Application of Global Marketing Mix in International Markets
Risks Involved in International Markets
Chapter Summary
Key Terms
Chapter Review Questions

Online Exercise

Role-Play Exercise

In-Basket Exercise

Ethical Dilemma

CASE 20.1 India as an International Market: IKEA

CASE 20.2 International Salesperson: TATA STEEL

Notes

Glossary G-1

Index I-1

To purchase this product, please visit:
https://www.wileyindia.com/sales-and-distribution-management-2ed-an-indian-adaptation.html

Scan to buy