



# A STUDY ON SALES FORCE MANAGEMENT – TATA MOTORS

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## ABSTRACT

Sales-force compensation by considering the impact of sales-force behavior on a firm's production and inventory system. The sales force's compensation package affects how the salespeople are going to exert their effort, which in turn determines the sales pattern for the firm's product and ultimately drives the performance of the firm's production and inventory system. In general, a smooth demand process facilitates production/inventory planning. Therefore, it is beneficial for a firm to induce its salespeople to exert effort in a way that actually smoothes the demand process. The article proposes a compensation package to induce such behavior. It evaluates and compensates the sales force on a moving-time-window basis, where the length of the time window is determined by the production lead time. Numerical examples show that the proposed package is beneficial to the firm relative to a widely used compensation plan based on annual quotas.

Sales force Management Personal selling and sales management are important promotional elements of almost all marketing strategies, domestic or international. Globalization, the opening of centralized and emerging markets and the importance of relationships in marketing exchange, puts more emphasis on the development and management of a high-performing sales force. The complexity of designing and managing a sales force in an

international setting is due in part to the international sales force acting as cultural boundary spanner, relationship manager, and provider of marketing information at a multidomestic or global scale.

Firms should be able to apply the time-based philosophy of revenue management to their sales forces. To do so requires a revision in the way most sales divisions traditionally have viewed salesperson time. Hence, a different type of proposed measure, revenue per available salesperson hour, is proposed to better integrate the value of the salesperson's time as a factor in sales potential and revenue calculation. This article seeks to: 1. foster a positive perception of revenue management as a viable sales approach, 2. establish a framework for such a strategy, and 3. set a useful road map for facilitating execution.

## 1. INTRODUCTION

sales force management often comes up in discussions between professional supervisors. Many times, questions such as “How can I boost my sales force management skills?” or “Sales force management... who has time for it?” are raised. However, rest assured that sales force management is an essential element in the world of selling, and there are some great ways for you to gain sales force management acumen without spending tons of time on the process.



Sales Force Management – Make It a Pleasure,  
Not a Pain!

First, take a hard look at how you approach sales force management. If you assume that all your sales force management endeavors are going to be painful and time-consuming, they probably will be! After all, it's a self-fulfilling prophesy. On the other hand, if you envision sales force management as a way of becoming a better leader or growing closer to your employees, you might just be able to put sales force management in a positive light. And your optimism toward sales force management will be contagious.

Sales Force Management – Lead by Example

One of the secrets to successful sales force management is to always behave the way you want your employees to ACT . This means no surfing the Internet or using the old, “It’s Friday afternoon; why bother making prospect calls?” phrase; those actions will not equate to outstanding sales force management. To be a top-notch supervisor, you need to be someone to whom your staff can look up. Thus, one of the most important elements of your sales force management is to be the type of seller you want your colleagues to become.

### SCOPE OF THE STUDY:

The scope is confirmed only to examine the “Customer relationship management with reference to **Tata Motors SERVICES**” and to find possible remedies to counteract their competition.

The study aims to measure satisfaction level of the dealers regarding **Tata Motors** industries. The area within which the study was conducted regarding the information the primary data is collected in the form of questionnaire collected from the dealers in Ranga reddy district. To sum up the project had within the scope of the study in the area of “**Sales Force Management**” of

**Tata Motors** dealers in Ranga Reddy district for a particular time (2013-2014).

The research measures the experiences of customers. Defines and analyses the experiences based on key deliverables. Gains insights into Customer expectations.

### OBJECTIVES OF THE STUDY

The broad objective is to study the perception of “**SALES FORCE MANAGEMENT WITH REFERENCE TO Tata Motors Limited (TML), AUTOFIN LIMITED**”.

- To find out the factors that influences the buy **Tata Motors Limited (TML), AUTOFIN LIMITED** decision of a **Tata Motors Limited (TML), AUTOFIN LIMITED** services.
- To identify and study the problems faced by the consumers of **Tata Motors Limited (TML), AUTOFIN LIMITED SERVICES**.
- To study the satisfaction level of exist **Tata Motors Limited (TML), AUTOFIN LIMITED** consumer of **Tata Motors Limited (TML), AUTOFIN LIMITED SERVICES**.
- To assess the role of brand image in the purchase **Tata Motors Limited (TML), AUTOFIN LIMITED** decision of **Tata Motors Limited (TML), AUTOFIN LIMITED SERVICES**.

### RESEARCH OBJECTIVE

- To study about the **Tata Motors** services.
- To study about the **Tata Motors** products.
- To know about why the customer likes **Tata Motors**.
- Are they happy with the service?



- To know about what customer needs and what the company is provide **Tata Motors**.
- To know about how they fulfil the needs of the customers.
- To know about the service.

To study the objectives in detail the follow **Tata Motors Limited (TML) ,AUTOFIN LIMITED** research methodology is adopted.

## 2. RESEARCH METHAODOLOGY

Research design:

“Research design is the plan, structure. And strategy of investigation conceived so as to obtain answers to research questions and to control variance”

*Kerl Icicier*

The research designs are both descriptive and exploratory in nature. The objectives of this study is to answer the “who, what, when, where and How “of the subject under investigation.

SAMPLE ICICI PLAN AND SIZE FOR CONSUMERS:

Sample **Tata Motors Limited (TML), AUTOFIN LIMITED** plays a vital role in decide **Tata Motors** the quality of any project while do **Tata Motors** this survey it is felt to conduct the survey for consumers under convenient sample **Tata Motors** method. Convenience sample **Tata Motors** was adopted both for consumers where the sample unites are chosen primarily on the basis of the convenience of the investigators. The sample size was determined as 100 consumers

SAMPLE TERRITORY:

The survey has been conducted and restricted to the city of Hyderabad in ANDRA PRADESH ‘

SOURCE OF DATA:

Data, which is to be used for the project, has come both from primary sources as well as secondary sources

PRIMARY DATA SOURCES:

The crux of the report is based on the information collected from the respondents with the help of questionnaires. The primary source of information have been consumers who have filled up the questionnaire

Consumer who interviewed separately and the respondents jotted down in the questionnaire for the purpose.

SECONDARY DATA SOURCES:

Information has also been borrow from both internal sources such as company records and external sources like journal, magazines and book on market **Tata Motors** research

DATA COLLECTION METHOD:

The survey method was employed for primary data collection. The medium of date collection was through personal interviews. Where the respondents were questioned in face-to-face meet **Tata Motors** the consumers were met either in their homes (or) place of work. Some of respondents were questioned through telephones,

LIMITATIONS

- Time is an important constraint. The whole study was conducted in a period of 45 days.
- The Study is Restricted to a limited region i.e., the twin cities of Hyderabad



and Secunderabad. So, the inferences made by this study are not applicable to the entire market.

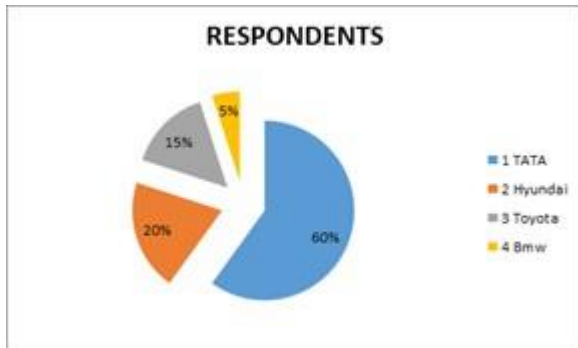
- The data collection from the respondents is qualitative in nature i.e., views, opinions, etc., so it is not a convenient data for the study for a longer duration.
- The Respondents were very apprehensive while taking the telephone number and address.
- I consulted only public, customers of TATA only. I collected only 100 samples.

### 3. DATA ANALYSIS AND INTERPRETATION

#### 1. Which Brand car you are using?

S NO	PRODUCT	RESPONDENTS	%
1	TATA	60	60
2	Hyundai	20	20
3	Toyota	15	15
4	Bmw	5	5

#### CHART



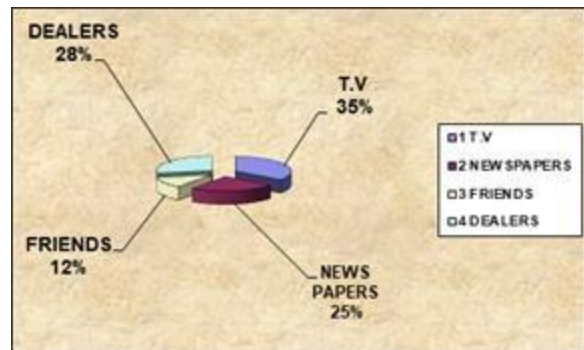
#### Interpretation:

From above it can be stated that the general satisfaction level of for TATA in twin cities of Hyderabad and Secunderabad is 60%.

#### 2. SOURCES OF AWARENESS:

The customer was enquired about the sources of awareness with regard the TATA. This will help to know us to which sources is playing a major role in creating awareness among the customers.

S .NO	ADVERTISEMENT	RESPONDENTS	%
1	T.V	35	35
2	NEWSPAPERS	25	25
3	FRIENDS	12	12
4	DEALERS	28	28



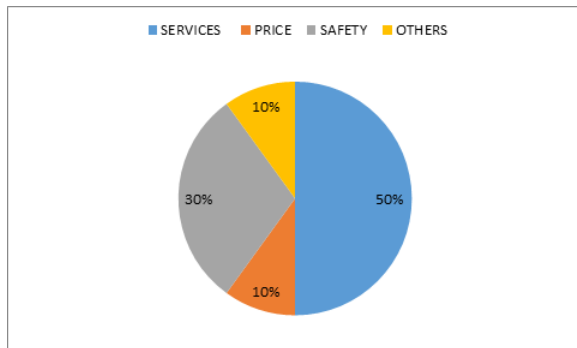
#### Interpretation:

Out of the responses obtained from 100 customers 28% said that they became aware of the Friends. And through the friends 35% of the customers are aware from the T.V. And another 25% are aware of by the NEWS PAPERS. And only 12% are aware by the DEALERS.

#### 3. What are the voluble attributes you normally look while purchasing an account?



S NO	ATTRIBUTES	RESPONDENTS	%
1	SERVICES	50	50
2	PRICE	10	10
3	SAFETY	30	30
4	OTHERS	10	10



Interpretation:

From the above it can be stated that general normally any one while purchasing a four wheeler most of the members are seeing 50% of members are seeing SERVICES and 30% of members are seeing SAFETY And 10% of members are seeing PRICE and 10% of members are others.

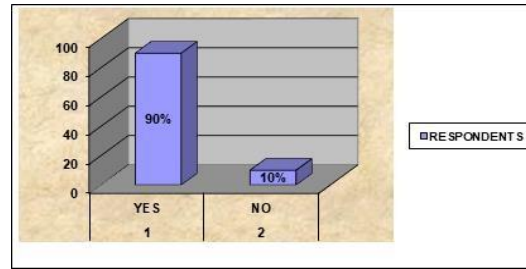
#### 4. SUGGESTING TO FRIENDS:

The following table is regarding the customer likeliness in suggesting this brand to other friends. This is an indicator of customer satisfaction also.

Let's see the responses.

S NO	SUGGEST FRIENDS	RESPONDENTS	%
1	YES	90	90
2	NO	10	10

CHART-5



Interpretation:

A look at the chart shows that 90% of the members are suggesting and 10% of the members are not suggesting.

#### 4. FINDINGS

- Most of the respondents were aware by the friends and relatives (48%). Advertisements (28%) also helped in providing information to the respondents.
- 82% of the respondents were aware of **TATA Motors**.
- In advertisement media newspapers (56%) were much affective and motor (38%) was also a major advertising media.
- Many factors like family members advertising were responsible for influencing the customers to buy **TATA Motors**.
- 6% of the customers were very much satisfied with **TATA Motors**. Whereas 58% was satisfied with **TATA Motors**.
- 39% of the respondents were satisfied with the service of the **TATA Motors**.
- After sales service at door step 38% was one of the factors which help the purchaser to buy a TATA Motors. Prompt service 52% also help to attract the purchaser.
- 54% of the respondents considered the price of the **TATA Motors**. As higher where as only 8% considered as economical and 38% of the respondent said it as reasonable.

#### SUGGESTIONS





1. The most important media for consumer durables is **TATA Motors**. So, they should go for television advertisements rather going for newspaper, the television advertisements influences more on the people. They should spend some expenditure for T.V. advertisements.
2. Being the price of the **TATA Motors** is high they should try to reduce prices because there are many other TV's which can be purchased at lower cost, and then these people are selling. If not, the sales may decrease.
3. More features should be added to the television according to the needs of the customer, because their competitors are coming with new models. According to the competitors changing models also these people should change the models also these people should change the models or change the technology.
4. Company should give some incentives to the dealers for promoting the products of **TATA Motors**. They should not neglect dealers. They should select good dealers, b which they can give customer satisfaction.
5. Company should setup service centres at dealer level itself. They should train some personnel for exclusive maintenance of these Televisions. They should provide home service to the customers. The personnel should be appointed by company to the dealers. The service should be accurate.
6. Enough spare parts for the latest models should be stocked, so as to meet sudden break down calls. To enable the customers to get in touch with the service personal more easily, the number of direct phones should be increase or provide the toll free number.

7. Periodically, review meetings with the customers in different areas should be convinced, to have a general consensus regarding problems being faced by them.

## 5. CONCLUSION

A study was useful in understanding the Sales force management among a various customers launching new formulations can make **Automobiles** to the pioneer in many market segments.

**Automobiles** were inferred that most customers of high-income group preferred the supply about 70% of customers is aware of **Automobiles**.

Most of the customers agree that **TATA** is best quality with reasonable price the attitude 50% of customers towards price of ACCOUNT is reasonable. But 10% of the customers of asking for improvement in the quality.

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