PREFACE

Sales Force Management has become increasingly important in organisations where personal selling is considered a key element in the promotion mix. But unfortunately this function has not received sufficient attention in a large number of organisations. Also most of the available literature on the subject deals only with one or the other of the key elements of sales force management, namely selection, training, compensation, motivation etc. There is hardly any study which takes a comprehensive view of the problem, in the Indian context, particularly in infotech industry.

Infotech industry has emerged as a key growth driver for the Indian economy, creating multiplier effects through employment generation, reducing trade deficit and boosting the balance of payments. It has also been the largest contributor towards creating a new and positive image of the country and has emerged as the "light house industry", thus making India as one of the dominant players at global level.

The present study endeavours to examine the sales force management practices of selected infotech companies in India. The focus of the study is on performance and satisfaction of the sales persons. These are influenced by organisational variables like recruitment and selection, training, performance
appraisal, compensation and motivation policies, management variables like supervisor's power and style of supervision, and personal variables like personality, age and experience. The interaction of these variables results in supervisor's control and influence over job goals, individual's involvement, role clarity and goal clarity. These lead to job performance and satisfaction, affecting propensity to leave, either positively or negatively.

An earnest attempt has been made with a hope that the work done as part of the study will be of great use to the students of management, research scholars and practicing managers.

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