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THEORETICAL ASPECTS OF SALES MANAGEMENT IN ORGANIZATION

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The article is devoted to the problems solved in the process of marketing activity. It analyses the stages of sales management in the organization, which include: definition channels, the choice of intermediaries, business supplies, promotion and supervision of intermediaries. Under phase selection intermediaries we consider three strategies to reach the market – an intensive and selective distribution, exclusive distribution.

A distinctive feature of the economy today is a mismatch of time and place of production of the product to the place and time of its consumption. Solving problems arising in connection with this, requires significant financial investments. To borrow a sustainable competitive position in the market, the manufacturer must rationally decide emerging challenges at all stages of their product.

In market conditions, sales of products is an integral part of organizations.

In a narrow sense marketing – itself directly purchase and sale and transfer from the seller to the buyer as the product itself, as well as property rights to it. Broadly speaking, the concept of sales includes the entire chain of operations since the release of the goods outside the company before handing it to the buyer [1].

Our studies of theoretical sources reveals the following basic system problems solved in the course of marketing:

1. Implementation analysis of "consumer – goods market ", the results of which are developed strategies of the organization in the market. By analyzing the behavior and preferences of consumers in relation to the organization as a commodity and competitive product, you can solve the fundamental question – how much real goals set before the marketing and service costs are necessary to achieve the goals.

2. For any service marketing one of the primary tasks is to develop the most efficient structure of distribution channels and systems to manage these channels. Solution of this problem determines how, when and where the goods and services reach their consumers.

3. Challenge in ensuring the financial efficiency of sales operations. This is achieved through the development and implementation of policies and the creation of a commercial loan the following systems: accounts receivable management, inventory management systems of finished products, the system of discounts for buyers.

4. Provide a comprehensive and efficient service consumer marketing logistics.

Customer relations must stand at the forefront of marketing for the service, you need to foster an atmosphere of maximum comfort and maximum customer satisfaction . Logistics and service provide all this. Logistics today – exceptionally powerful weapon for competition and customer loyalty formation in relation to the organization.

Service is regarded as an integral part of the marketing for the reason that it helps to shape, develop and maintain customer loyalty organization.

5. Direct sale of products and services.

All previously listed tasks are necessary and make sense only when the process is carried out selling a product or service.

Economics

To solve the above problems, you need the cooperation of all the controls in order to satisfy consumers, the establishment of mutually beneficial exchanges, the possibility of exposure to time, the nature and level of demand, improving financial performance of the company [2].

Next, we consider in detail each of the stages of the sales management.

Step 1. Definition channels

Select a specific distribution channel depends on the resources of the organization, from the positioning strategies of projected sales figures. If the organization can afford to sacrifice short-term profits for the sake of expansion / strengthening its position in the market, it makes sense to expand its own staff, but please note that direct sales are associated with high fixed costs. If the products are sold through intermediaries, the minimum assumed constant, but high variable costs. For mediation should be handled if the organization is satisfied with its share of the market. [3]

Since direct sales require significant costs, the choice of distribution channel is determined by the resources of the organization. And finally, the selection of channels depends on the positioning strategy. In particular the most important question of the intensity of geographical coverage.

It is important to assess whether all the participants are motivated by the future distribution channel, the possibility of monitoring the work of mediators, the degree of risk conscientious work. Role of product supplier in the organization party channel determines the degree of motivation of participants in the channel. Positively to such intermediaries motivation affect long-term cooperation with the supplier, remuneration and incentives for quality work.

Manufacturers prefer channel in which they can control the work of the participants, manufacturers usually choose the channels in which they are able to supervise the work of the participants and influence the development of intermediary promotion strategy, presentation of goods to customers.

The level of control is determined by the relative power of the supplier over the canal and the ability to apply to the intermediary sanctions for poor performance.

There is a risk when using products in the channel. When interacting with the manufacturer intermediaries gain experience and knowledge, and may subsequently become the competitors.

Manufacturer using a single channel, risks falling into isolation, oblivious of new opportunities or threats.

Selection of the optimal channel is a process consisting of the following steps:

- define objectives, strategies, and reliability characteristics of the channel used as criteria for evaluating the options;

- assessment of the degree of importance of each criterion;

- establishment of a list of options under consideration;

- evaluation of each option on the accepted criteria and selecting the best.

Step 2. Selection intermediaries

The second step is to determine the number of middlemen. A key factor influencing the adoption of this decision – market coverage strategy, chosen by the organization.

There are three strategies to reach the market:

1. Intensive marketing strategy in which the number of retail outlets and warehouses - the maximum for accessibility to the maximum number of consumers. This strategy is preferable to not labor services, consumer goods, commodities. When applying this strategy should take into account that it is difficult to control the entire market, it is difficult to maintain the image of the brand / organization products have different margin markets. As an example of this strategy it can result in the sale of chewing gum wherever possible;

2. Selective marketing strategy. This strategy is used to pre-select item. The hallmarks of this strategy is the limited availability of goods (manufacturer takes this step consciously, in order to reduce costs of production and ensure more effective cooperation with intermediaries), orientation, in most cases, a short indirect sales channel and serve as a wholesaler directly organization. Examples are the leading representatives of the fashion industry, which spread their garments in shops only passing careful selection;

3. Exclusive distribution and franchise – market coverage through a single manufacturer mediator. With this strategy, the mediator will not distribute competing brands of the same product category, promote the policy of the manufacturer. In contrast to the intense marketing strategy, this strategy allows you to fully control the actions of intermediaries and the formation / maintenance of the image of the brand / organization. In the presence of exclusivity manufacturer can charge higher prices, and therefore the share of profit in this strategy is high. In this case, the organization does not set goals to increase sales.

Separate species is the exclusive distribution franchise. Franchise is a form of agreement between the person / group of people (franchisee) and a trading group (the franchisor), in which one party transfers to another party for a fee, the right to a certain type of business. Franchise can be between a manufacturer and a retailer, the manufacturer and the wholesaler, between the wholesaler and retailer, between the firm and service distributor

(distributor). The leading representatives of the auto industry, realizing their cars only through exclusive dealers who are represented in a particular region can serve as a definite example.

At a time when the organization is determined with the number of intermediaries, it is necessary to determine their type. For this it is necessary to conduct a comprehensive analysis of the advantages and disadvantages of each type of mediator, given tasks set by the organization in the field of marketing.

Intermediaries used to assess the following criteria : to be defined by how much actual sales corresponds to the planned ; accounted skills to attract new customers , as well as the ability to maintain and develop relationships with prospective clients ; intermediary share in total sales organization , in comparison with the cost of this work mediator , the fulfillment of contractual conditions.

Step 3. Supply management products in the enterprise intermediaries (tovarosnabzheniya intermediaries)

When organizing tovarosnabzheniya intermediaries must comply with the following requirements: delivery should be planned, rhythmical, quickly and cost effectively.

The following factors influencing the process tovarosnabzheniya intermediaries: the specific characteristics of products supplied; condition and placement of storage facilities, the accuracy of the information used to calculate the volume and delivery schedule, the development of transport infrastructure in the region.

Step 4. Promote the activities of intermediaries

To sell products of the supplier effectively, you need to motivate members of the Sales channel.

Factors stimulating the motivation of channel members are short-term economic "bait" to encourage intermediaries to promote goods of the producer.

Step 5. Control the activities of intermediaries

The degree of control depends on the coordinated control figures performance: normal sales figures inventory, delivery time buyers and programs to support, sales promotion and training. Ongoing work periodically compared with the control figures, identifies deviations and appropriate action taken.

Control is assessed as effective when the capacity of the manufacturer influencesthe other channel members.

To assess the effectiveness of the sales organization the following indicators are used: market share of the organization, in comparison with its competitors, trends in this share, compared with competitors determined - sales of their yield and profitability, costs.

Presented above steps of finished product sales management, quality and consistent performance which enables an organization to create an effective marketing activities and have a competitive advantage in the developed markets.

The basic management functions of planning, organization, motivation and control, reveal the essence of sales management organization.

Today, along with the direct production of goods, the ensuring of their availability and setting an acceptable price play an important role for regular communications with potential and regular customers of the organization.

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TRANSPORTATION AND FORWARDING SERVICES IN THE INTERNATIONAL LOGISTICS

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The relevance of the article is the fact that in a globalized modern economy efficiency of cargo delivery is included in the priority areas for reducing costs of industrial enterprises, as well as trade and services. Therefore, in recent years there have been a pronounced trend selection forwarding activities as an independent branch of the transport complex.