**Book: Dalrymple’s Sales Management**

Assignment

**Sales Organizations**

Think of three companies that you consider sales organizations. Write a 600–750-word paper describing the business that each is in. APA format with at least 2 references.

* Use Internet resources to find the mission statement for each organization
* Try to determine, as best you can, what form of business and marketing strategies exists in these companies. Have they selected the best type of business and marketing strategies for their given industry? Please explain.

Key words from chapter on Strategy and Sales Program Planning

Business Strategy

Business Mission

Factors influencing strategic management

Organizational goals

Porter’s generic business strategies - Low-cost Strategy, Differentiation Strategy, Niche Strategy

Marketing Strategy - Market Segmentation, Target Marketing

Positioning Strategy -Brand identity, Brand meaning, Brand responses, Brand relationships

Marketing mix – price, product, promotion, and channels

Strategic Implementation Decisions – Product Development mgmt. (PDM), Supply Chain Mgmt (SCM), Customer Relationship Mgmt (CRM)

Go-to-Market Strategy – Segmenting the Market, Sales Process Activities,

Go-to-Market Participants – Advertising & Direct Mail, Internet, Telemarketing, Face-to-Face Selling Alternatives, Independent Sales Agents, Resellers, Integrators, Alliances