

SALES ORGANIZATION AND FUNCTIONALITY IN COMPANIES ON THE INDUSTRIAL MARKET IN BOSNIA AND HERZEGOVINA

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Abstract

Selling and sales management is a new discipline and its importance is growing since companies are becoming more and more marketing oriented. The problem of modern business is not how to produce but how to sell the product. It means that there is no successful personal sale without effective sales management because more and more products need to be brought closer to the customer in the selling process. In this paper I will focus on one aspect of selling and sales management, sales organization and functionality. There are two methods of sales organization and functionality, empirical method and scientific method. The purpose of my research was to find out if the sales organization and functionality in Bosnia and Herzegovina companies was in accordance with the scientific method or empirical method. Despite the fact that the sources on selling and sales management are mostly focused on B2C (business to customer) market, my research was focused on B2B (business to business) market companies in order to find out if the theoretical aspects on sale and sales management on B2C market are applicable on B2B market. The objects of my research are five leading companies on Bosnian and Herzegovina industrial market.

Keywords: sales management, sales organization, marketing orientation, scientific method, empirical method

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