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ISSUES AND CHALLENGES IN EFFECTIVE TRAINING OF SALES FORCE IN INDIAN COMPANIES :AN ANALYSIS WITH REFERENCE TO INDIAN LEGALSYSTEM

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ABSTRACT

Sales force is first of all customer relationship management solution that brings companies and customers together. It's one integrated CRM platform that gives all our departments including marketing , sales , commerce and service – a single shared view of every customer. Basically, my dissertation completely paves the role of knowledge giver about the issues and challenges faced by sales force in training in Indian Companies. Poor Communications, lack of support from executive stakeholders, resistance to change , failure to recognize that salesforce is constantly evolving, no salesforce champion or no salesforce training may be the reasons for the same. Finally, My dissertation will serve the approaches to the readers about multidimensional aspects of the above mentioned problems.

KEYWORDS: Salesforce, Management ,Dissertation, Communication.

INTRODUCTION:

Sales force ¹training in today's era is a short of programme which is required by every Indian companies to boost up their HRD² sector, as we know human being becomes human resources when he is well equipped with the conceptual points of Training & Development³. In the boosting era of productivity in each and every sector of marketing it has become the need of the hour that effective training should be provided to the sales force for efficient and better productivity of the

¹<https://www.crsinfosolutions.com> Visited on 24/04/2020.

² HRD Is the term used in Management ,basically it refers to the Human Resource Development.

³<https://www.talentyft.com> Visited on 24/04/2020

Company. Sales Force training and Human Resources Development in this era are interconnected dimensions of the Business. In the brief if it need to be discussed than , the main problems are lack of support from salesforces it becomes difficult to customize with them easily. Moreover User Permissions. Poor user adoption . lack of Useable Reports and Dashboards are also problem that sometimes need to be seen in this particular aspects. As because Sales force is the need of the marketing in todays era because sales force represents a significant investment for most businesses. The Significance of the sales force goes beyond its cost. The Sales force is perhaps the most highly empowered organization with many companies .Usually working alone and unsupervised , salespeople are entrusted with a company's most important asset its's Customers.⁴Because of the Sales force critical impact on customer relationships , it's effect on top line performance is significant.

OBJECTIVES

Sales leaders agree that every sales force has the opportunity to improve sales revenues through enhanced sales force effectiveness – projected increases of at least 10 percent are common .Most companies take a keen interest in maximizing the effectiveness of their sales orzanizations.Corporate initiative aimed at increasing sales force effectiveness with labels such as “Sales force effectiveness” , global sales force effectiveness benchmarking ,and sales effectiveness and growth initiative are common. The objectives includes completely those parts which really hamper the sales force training of the employees as well as downgrade the efficient productivity of the Company.⁵Poor Communication is the biggest obstacle in Sales force implementation , lack of support from executive shareholders ,if executive shareholders denied than also it becomes the hurdle in the training process of sales force despite these problems the other problems are resistance to change, failure to recognize that salesforce is constantly evolving ,no salesforce champion or inadequate training , poor data quality, inappropriate process . These are some of the main reasons for the issues and challenges in sales force training⁶.

ISSUES IN SALESFORCE TRAINING

⁴Journal of Personal Selling & Sales Management XXVIII,no 2 (spring 2008), pp 115-131.

⁵<https://www.nuvenconsulting.com> Visited at 24/04/2020

⁶ Journal of Personal Selling & Sales Management XXVIII,no 2 (spring 2008), pp 115-131.

In today's generation if companies are really doing best, if they are really exceeding in any particular efficient direction then it's is completely the boon of sales force training, because salesforce training does completely the main work in increasing the efficiency level as well as productivity of any company. Now a days major issues in sales force training are poor communication, poor communication among the workforce becomes disastrous for the productivity of the company.⁷Secondly gamifying the sales training is also pone of the biggest factor for these disastrous event of the un efficient sales force. Meanwhilesuggestions to salesforce training are Personalising your sales training as well as making sales training social⁸. These re some of the relevant factors which can serve needful in this particular regards. Moreover ,Wrong Sales training Mix, lack of Sales Development System ,poor Measurement Techniques .Finally, the wrong content these are also the main issues which lead to the obstacles of salesforce training in Indian Companies⁹.Due to these issues sometimes companies face the major problems in gaining efficiency and productivity as because salesforce is something which is very important for the better performance of the company. As well as the linking sectors like marketing. Stock. Productions also remain undeveloped due to the inefficiency in Sales force training.¹⁰In this regards it is very much needed to eliminate all hurdles and obstacles in salesforce training for the better efficiency and productivity of the Company.

CHALLENGES IN SALESFORCE TRAINING¹¹

In Salesforce implementation , data migration integration and maintenance are few of the significant challenges organization face during development. Data migration is a monumental task that deserves a separate strategy ,approach , budget and team.Determinig how and where to start with the implementation is one of the biggest challenges the organization get hung up, the process gets on hold , and further unclear ideas , hit and try method , little know-how , spoils the broth. Moreover dealing with data migration in salesforce implementation , data migration , integration and maintenance a few of the significant challenges organization face during development. Data migration is a monumental task that deserves a separate strategy , approach, budget, adding custom fields, security, clean up , managing access control etc take up

⁷<https://www.growthengineering.co.uk> Visited on 24/04/2020

⁸<https://blog.continu.co> Visited on 24/04/2020.

⁹ Mainly the MNC'S and Companies which are running their operations in Indian territory.

¹⁰<https://www.salesforce.com> Visited on 24/04/2020.

¹¹<https://www.damcogroup.com> Visited on 24/04/2020

considerable time and money. During Salesforce implementation migration strategy it improves the usability and efficiency of your new system which in turn gives a better ROI¹². Along with these to leverage the benefit of the Salesforce it needs to be integrated with the other business applications in the organization business IT environment is disparate from on-premise applications, mobile app. Cloud apps and integrating Salesforce with other applications require planning and strategy. Salesforce CRM¹³ has a wide – range of services designed to improve our business processes. But just because a feature is available does not mean that we have to incorporate in our businesses. Organizations usually end up complicating things by opting more features than required which also results in accrued cost of Salesforce Implementation¹⁴. Companies invest a lot in acquiring Salesforce. But they can't forget about the ongoing investment required to keep Salesforce running smoothly and effectively. Meanwhile along with these particular problems there needs to be some suggestive measures in that particular regards to maximize the nearly limitless potential of Salesforce to increase bottom line, Starr Data can help with expert support solutions geared to unique organizational challenges. For 10 years, they have helped hundreds of companies do more with Salesforce. Starr Data is in the top 1% for customer satisfaction among all Salesforce Partners in North America. With their Salesforce Managed Services, you'll have access to our world-class support, their 5-star certified Salesforce teams, and their value-based pricing structure.¹⁵

SALESFORCE MANAGEMENT SYSTEM¹⁶

Salesforce management systems (also *sales force automation systems (SFA)*) They are often combined with a marketing information system, in which case they are often called CRM systems.

An SFA, typically a part of a company's CRM system, is a system that automatically records all the stages in a sales process. SFA includes a contact management system which tracks all contact that has been made with a given customer, the purpose of the contact, and any follow up that

¹² ROI stands for Rate of Interest.

¹³ CRM stands for Customer Relationship Management.

¹⁴ <https://starrdata.com> Visited on 24/04/2020

¹⁵ <https://www.linkedin.com> Visited on 24/04/2020.

¹⁶ Sales force management system - hyperleap.com. https://hyperleap.com/topic/Sales_force_management_system

may be needed. This ensures that sales efforts are not duplicated, reducing the risk of irritating customers. SFA also includes a sales lead tracking system, which lists potential customers through paid phone lists, or customers of related products. Other elements of an SFA system can include sales forecasting, order management and product knowledge. More developed SFA systems have features where customers can actually model the product to meet their needs through online product building systems. This is becoming popular in the automobile industry, where patrons can customize various features such as colour and interior features such as leather vs. upholstered seats.

An integral part of any SFA system is company-wide integration among different departments. If SFA systems aren't adopted and properly integrated to all departments, there might be a lack of communication which could result in different departments contacting the same customer for the same purpose. In order to mitigate this risk, SFA must be fully integrated in all departments that deal with customer service management¹⁷.

CONCLUSION

Salesforce is the blood of the business especially in this Century, basically linked to the each and every different Multidimensional sector, gaining that particular efficiency & productivity in that particular sector. This dissertation completely solves and gives one the path to get complete knowledge about various issues & challenges that are faced by salesforce in training & basically what are the various obstacles that spoils or ruins the better efficiency of the Indian Companies.¹⁸This dissertation completely revolves around the topics such as issues and challenges faced by the salesforce in their training as well as is equipped with the suggestive measures for their better efficiency & productivity¹⁹. Finally, My dissertation acts as a complete knowledge packet for the salesforce effectiveness with the essential components of issues, challenges and management system & suggestions of the abovementioned problems.

¹⁷ Journal of Personal Selling & Sales Management XXVIII, no 2 (spring 2008), pp 115-131.

¹⁸ <https://www.salesforce.com> Visited on 24/04/2020.

¹⁹ Efficiency and productivity, basically are management terms used as the production adjectives.