



# Sales and Distribution Management: An Indian Perspective (Response Books)

By Pingali Venugopal

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## Sales and Distribution Management: An Indian Perspective (Response Books) By Pingali Venugopal

Though India has become a lucrative market for various companies, the unique characteristics of its market throw up a variety of challenges. **Sales and Distribution Management: An Indian Perspective** aims to understand these challenges.

Building on an understanding of the consumer decision process, the book defines the roles of marketing and selling strategies. Secondly adopting a customer-centric approach to sales and distribution management, the book deals with making strategic decisions keeping the end consumer in mind and making operational decisions keeping the channel member and the sales force in focus. It highlights the importance of behavioural transactions in completing a sale and also discusses the service orientation required for selling different products.

With its unique approach, generalized frameworks, elaborate research and extensive data analysis, this book will be of immense value to sales and distribution professionals of the Indian corporate sector and marketing departments of national and multinational companies in India. It is a highly recommended reading for students and teachers in Indian business schools studying Sales Management and Distribution Management.

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### Editorial Review

#### Review

The book...helps to understand the role of marketing and selling strategies in an Indian context... It can provide immense value not only to academicians but also to the professionals who are associated with the field. The book is unique due to its distinctive approach which is complemented with elaborate research and extensive data analysis.... The book provides excellent reading material and helps in explaining various aspects of sales force management.

(Prajnan)

#### About the Author

**Pingali Venugopal**, Associate Director, XLRI, Center for Global Management and Responsible Leadership, and Professor (Marketing), has teaching, industry, consulting, and research experience in the Marketing function in the Indian context for over 33 years. He has done his Post Graduate Programme and Doctorate from the Indian Institute of Management, Ahmedabad. He has been a Marketing Faculty at XLRI, Jamshedpur, since 1994 and the Dean of the Institute from 2004 to 2010. He has also been a Visiting Faculty to leading institutes in India including the Indian Institutes of Management in Ahmedabad, Kolkata, Lucknow, and Indore and international institutes including American University of Armenia and Educatis University Switzerland. He has taught courses such as Marketing Management, Sales and Distribution Management, Agricultural Input Management, and Marketing Research at these institutes. Prior to joining academics, he has worked in Marketing Department of Coromandel Fertilisers and Nagarjuna Fertilisers and Chemicals Ltd for a period of 10 years. While at Coromandel, he was also involved in the launch of their cement brand.

Venugopal's research and publication cover different marketing topics, and he has authored seven books covering the areas of marketing and Indian economy. His books *Sales and Distribution Management: An Indian Perspective* and *Marketing Management: A Decision Making Approach* have been adopted as texts in several business schools including the Indian Institutes of Management. On the invitation of Government of India, he prepared the report on *Input Management, State of Indian Farmer?A Millennium study* wherein he evaluated the impact of the policy measures on the Indian farmers from Independence to 2000. After the formation of Jharkhand, he was part of the steering committee of the *Jharkhand Development Report* prepared for the Planning Commission. As part of the report he also prepared the agricultural plan for the newly formed state. He is on the Board of Tata Metaliks, Advisor to Kerzon Consultants, and on the Academic Committee of National Institute like National Institute of Agricultural Extension Management, Hyderabad and National Institute of Technology, Jamshedpur. He has also been involved as an expert for programs conducted by some agri-business companies such as Zuari, UPL, and PI industries.

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