

## Book Review 'Sales Management Principles and Practices' (Malay Version)

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### Book Review

This book discusses the sales and the environment involving sales activities as its main focus. Business and marketing is rapidly expanding and developing in line with government policy to make Malaysia an industrialized nation by the year 2020. With this awareness an organization must also show excellence and progress to determine the success achieved in line with social and humanitarian development. The success of a business does not necessarily depend on the amount of capital contributed and the sophistication of the technology, but it depends on the discretion of the individual manage the business. In this context, sales management plays a very important role in determining the rise and fall of a business because the results and benefits achieved from the sale of an asset that will continue to bring development to the organization.

On whole techniques and methods used by each sales manager in the sales or service different from each other. This depends on the initiative and creativity of sales managers to address the problems that occur in the organization and selection of alternatives to solve the problem would be considered a successful sales manager. The main task of the sales manager is to plan, organize, control and direct the trips and various activities related to salesmanship. Sales managers must ensure that a combination of four things went smoothly and in line with the dynamic management system as well as progressive.

Customer actually needs attention from the emotional and physical instead of money because they are capable to produce money and buy whatever products offered by the salesperson if the attitude and attention of salesman touching and feeling them, salesman understand the problems and can solve or propose solution, salesman being honest and trustworthy in sales ethics, salesman build personal relationships rather than being when customer has bought, out of business and finally trust and confidence in the salesman already embedded in the mind.

Salesman also must have the strength of mind, emotion and physical in their efforts to reach, persuade, urge and eventually close the sale and managed to get purchases from customers who accept the presence of a salesman with arms and heart open, cheerful and willing to continue the customer-salesman permanent and lasting relationship. Everything will be achieved if all the principles and practices of sales are effective in implementation.

Sales involves not only the material aspects and profit but even from the sales humanitarian aspect can be seen as a science of psychology and the stages of emotion because sales involves the interaction between seller and customer, and how a salesman was successful in their role as a human in helping to understand the customer feeling and emotion. The sales process is a channel that must be passed by a salesman until can attract customers to purchase the product. Not all customers appreciate and accept the presence of a salesman, the salesman appearance sometimes become a strain to their customers. Even so, the displeasure of customers because the presence of salesman are not shown directly like words "I do not like you" or "you go from here," and so on, because customers do not want to hurt salesman feeling.

Salesman need to know to control protests systematically because if they do not control the strike correctly, this means failure in salesman doing a great job. Sales manager must have a system of recruitment which leads to a caliber sales force. Self-management is a set of disciplines that govern the behavior, attitudes and human behavior according to the standards of discipline and work environment that enables individuals, workers and organizations towards a well-planned vision.

Organizations involved directly with employees must have planning, organizing professional work in order to help employees become better, particularly in the areas of marketing and sales. The priority objective of self-management is forming a cycle with structured and organized, instill self-reliance and not expect employer alone in addressing the problem and the work environment, nature-loving organizations and business, have a motivation to improve the quality of the work and a more successful mission of the future and establish a more creative ideas and innovative work.

In order for organizations and businesses that are directly involved in the sales and marketing industry to increase sales potential and sales force motivation towards a more brilliant, some categories of self-management must be internalized more effectively. The most important thing to note is the problem of labor discipline among the sales force such as truancy, late on duty, absence from work and unethical behavior and attitude as a salesman. The real success of a salesman is to develop self-awareness and insight into future planning. By thinking and actions that have a systematic plan will determine success in life and career as a salesman.