

### **Improving Enterprise Sales Management**

Proper organization of stock turnover is essential for any enterprise activity because the result of all previous efforts focuses precisely on distribution system. Each entrepreneur knows that company profit depends on sales volume. How can any enterprise reach goals: sell more than it has planned and achieve the new qualitative level? In order to reach it, the enterprise needs to make a great effort and use a few things represented below.

First of all, it is necessary to understand the meaning of the word “sales” and its role for an enterprise activity. So, sale is the management process through which goods and services move from concept to the customers with the highest level of service and minimal costs. The role of distribution is defined as follows:

- 1) the final assessment of enterprise performance arises in sales area;
- 2) the final preparation of goods for sale occurs in distribution network;
- 3) direct contact with the customer that provides the enterprise with valuable marketing information occurs during the marketing activities;
- 4) successfully formed distribution network has a significant impact on competitiveness improving.

There is a growing dependence of the economic management on the external environment factors during the transformation process in different spheres of enterprise activity. Nowadays, every enterprise must plan output and sales volume based on market demand, purchase material and technical resources at market prices and search for customers by itself. Their situation is complicated by the lack of the necessary market infrastructure, imperfection of legislative base, the price disparity, suppliers’ monopoly of material and technical resources etc.

In these conditions, there is great need for the leaders who are able to:

- quickly react to the impact of external factors
- make appropriate management decisions
- anticipate the most likely consequences of accepted tactics and strategy of control
- and neutralize the negative effects of different risks.

In the context of distribution system it is also important to generate normal market relations with procuring and processing enterprises, overcome their monopoly and develop some adaptive production methods which can quickly respond to the changing consumer demands.

Therefore, in the nowadays business environment it is so important to learn not only how to use lots of effective techniques, but also skillfully apply and combine them to achieve more powerful results.