

4:10 Increasing Sales

The Sales Department is responsible for increasing sales throughout the simulation. There are several ways in which they can encourage increased sales. Remember that sales personnel receive a commission on every sale that they make. The Sales Manager makes five percent commission on the sales of the entire department.

The sales department can use any or all of the following ideas to increase sales:

1. Write sales letters to all current customers, introducing the salespersons of the department or current products available.
2. Design flyers advertising new products.
3. Plan sales promotions.
4. Run sales on certain products (get permission from the Office Manager when cutting prices for a limited time).
5. Make sales calls on those representing customers (either by telephone or in person).
6. Design or have a catalog made (use the Contact Desk personnel to help produce these).

Be creative! It isn't just about the money . . . it's about doing your job well and having pride in what you do.