

## EFFICIENCY OF THE SYSTEM OF MANAGEMENT OF DISTRIBUTION AND SALE OF PRODUCTS OF A TRADE ENTERPRISE

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The theoretical substantiation of the distribution and sales management system of a trade enterprise is carried out in the article. The role of distribution and sales policy of the enterprise in realization of the purposes and tasks of business activity is shown. Sales activities of enterprises occupy a leading place in the management system. It has a goal subordinated to the management of strategic development of the enterprise, aimed at forming a system of support, taking into account industry characteristics, internal and external problems.

The use of scientifically approaches to the management of sales activities of industrial enterprises will allow managers to make effective decisions. Sales is an integral part of marketing activities of the enterprise, which consists of a holistic process of bringing products to the final consumer through the use of marketing measures to study the needs, formation and stimulation of demand for products to meet consumer needs and make a profit.

The organization of sales management system of a trade enterprise, which provides for the development, planning, coordination, organization and control of relevant measures and key indicators of efficiency and scale of product promotion in order to establish long-term relationships with business partners in a strategic partnership.

The problems of sales management and distribution of a commercial enterprise are studied. The efficiency of the distribution and sales system is analyzed and practical ways to solve the research and production problem, which is to develop recommendations for the management of the distribution system and sales policy of the organization, the development of practical recommendations for its improvement. The directions of improvement of the system of distribution and sale of products are substantiated. In order to increase payment discipline in settlements with counterparties to improve sales activities in the direction of sales through a single-level (and multi-level) distribution channel, it is recommended to identify key aspects to be specified in supply and sale agreements. To improve the implementation of the strategy of management of distribution and sales of products, it is proposed to reorganize the scheme of implementation of logistics processes in the enterprise. To increase the financial efficiency of sales activities, it is proposed to introduce an optimal CRM-system for automation of business processes and interaction with customers in the direction of sales through the zero distribution channel.

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