



## Exploring Sales Strategies and Career Progression in FMCG: A Comparative Analysis of Field Sales Roles at LT Foods and Kwality Walls

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### ARTICLE INFO

### ABSTRACT

*Keywords:* FMCG Sales, The Fast-Moving Consumer Goods (FMCG) sector Field Sales Strategies, is among the most vibrant and competitive Career Progression, LT industries, necessitating efficient sales approaches Foods, Kwality Walls, Sales and a capable workforce to guarantee market Representative, Retailer presence and brand awareness. This research Management, Market investigates the sales methods, job functions, Analysis, Consumer necessary skills, and career advancement of field Behaviour, Job sales representatives at LT Foods and Kwality Opportunities Walls, two significant entities in the FMCG industry. By examining crucial positions such as Sales Representatives and Field Sales Executives, the study underscores the vital knowledge domains, IT and analytical competencies, and primary responsibility areas that contribute to success in the field. The research also assesses the demand for sales experts, job vacancies, and career advancement prospects, highlighting the importance of negotiation abilities, data analysis, and management of retailer relationships. Furthermore, it presents a comparative review of recruitment patterns, required qualifications, and peak hiring times, providing important information for future FMCG sales specialists. Results indicate that although both companies emphasize communication and data-informed decision-making, seasonal demand, product distribution strategies, and market research initiatives greatly affect sales success. This study enhances the understanding of career routes in FMCG sales and the changing skill sets needed to excel in the industry

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## **INTRODUCTION**

The Fast-Moving Consumer Goods (FMCG) industry is a rapidly changing sector that plays an essential role in the global economy (Vidani, 2015). Businesses in this field concentrate on the effective production, distribution, and marketing of consumer goods that experience high demand and regular turnover (Vidani and Solanki, 2015). Among the prominent players in the FMCG landscape, LT Foods and Kwality Walls have positioned themselves as top brands in the food and frozen dessert categories, respectively (Solanki and Vidani, 2016). Their accomplishments are primarily powered by field sales representatives, who are the backbone of their sales and distribution frameworks (Vidani, 2016).

Sales representatives in the FMCG industry are tasked with retail sales, distributor oversight, product visibility, and market evaluation (Bhatt, Patel, and Vidani, 2017). To thrive in this competitive field, they need to have strong negotiation abilities, proficiency in IT, and competence in data-driven decision-making (Niyati and Vidani, 2016). Furthermore, it is vital to understand consumer behavior, competitor tactics, and seasonal variations in demand to enhance sales performance (Pradhan, Tshogay, and Vidani, 2016).

This research paper intends to investigate the sales strategies, job responsibilities, necessary skills, and career advancement opportunities for sales representatives at LT Foods and Kwality Walls. Through the analysis of hiring trends, peak employment times, and market needs, this study offers insights into the challenges and opportunities for growth in FMCG sales careers (Modi, Harkani, Radadiya, and Vidani, 2016). The results will act as a valuable reference for marketing and sales professionals eager to pursue a career in the FMCG industry (Sukhanandi, Tank, and Vidani, 2018).

### **Research Gap**

Despite the crucial role that field sales representatives play in the FMCG sector, there is a scarcity of academic research focusing on their specific job roles, skill requirements, career progression, and challenges in companies such as LT Foods and Kwality Walls. Existing literature regarding FMCG sales strategies mainly highlights retail distribution models, consumer behavior, and digital marketing trends, frequently neglecting the on-ground efforts and career pathways of field sales professionals.

Furthermore, although studies have investigated macro-level trends in the FMCG industry, there is an absence of comparative analysis between companies that operate in different sub-segments, like packaged foods (LT Foods) and frozen desserts (Kwality Walls). The effects of seasonal demand, promotional strategies, and technological advancements (CRM tools, data analytics) on field sales operations remain an area that is not well explored in academic research.

### **Need for the Study**

The FMCG sector is among the fastest-growing industries, with firms such as LT Foods and Kwality Walls relying significantly on field sales representatives to generate revenue, broaden market reach, and enhance brand visibility. In spite of the essential role played by sales personnel in guaranteeing product availability and nurturing retailer relationships, there exists a void in targeted

research regarding their job roles, skill requirements, career growth, and challenges in the industry.

As technology, data analytics, and customer relationship management (CRM) tools are increasingly being adopted, the skill set necessary for field sales professionals is changing. Nevertheless, many aspiring sales professionals are unclear about the critical competencies, job expectations, and career advancement in FMCG sales roles. Additionally, companies experience high turnover rates in field sales, highlighting the need for a better understanding of recruitment trends, job satisfaction, and long-term career opportunities in the sector.

This study is essential to:

1. Analyze the job roles and responsibilities of field sales representatives at LT Foods and Kwalita Walls.
2. Identify key skills and knowledge areas needed for success in FMCG sales.
3. Examine career growth opportunities and industry hiring trends.
4. Bridge the research gap by offering a comparative analysis of packaged foods and frozen dessert sales.
5. Provide valuable insights for students, job seekers, and industry professionals aiming to build a career in FMCG sales.

By addressing these elements, this study aims to enhance academic research and industry practices, assisting both professionals and organizations in formulating effective sales strategies and workforce planning.

### **Research Objectives**

The main objective of this study is to examine the function of field sales representatives in the FMCG industry, particularly concentrating on LT Foods and Kwalita Walls. The research will offer insights into duties, necessary skills, career advancement, and market trends. The primary goals of this study are:

1. To examine the job functions and main responsibilities of field sales representatives at LT Foods and Kwalita Walls, emphasizing distinctions in their sales approaches and distribution techniques.
2. To pinpoint the crucial skills, knowledge domains, and technical proficiencies (such as CRM tools, data analytics, and negotiation abilities) needed for a successful career in FMCG sales.
3. To assess opportunities for career advancement and hiring patterns in the FMCG sector, scrutinizing elements like job vacancies, salary frameworks, and long-term career trajectories for sales professionals.
4. To address the research gap in trends related to field sales employment by offering a comparative analysis on recruitment, training, and retention practices in packaged foods (LT Foods) and frozen desserts (Kwalita Walls).

### **LITERATURE REVIEW**

#### **(Adhitya Rendra Kusuma, 2023)**

A clear understanding of internal strength allows the company to innovate and adapt in a highly competitive Fast-moving consumer goods market. Therefore, the company's ability to oversee risk and opportunities determines the company's resilience (Dhere, Vidani, & Solanki, 2016). By employing homogeneous purposive sampling, which focused on the member population of

11 FMCG companies, the present study processed quantitative data from a questionnaire using a Likert scale and qualitative data through in-depth interviews with stakeholders (Singh & Vidani, 2016). The data was collected through one-on-one in-depth interviews with 11 respondents online and offline in 12 major cities from August to November 2022. Later, questionnaires were processed using AHP Fuzzy to explain and take into account the role of decision-makers resembling FMCG leaders by defining interactive factors, actors, objectives, and strategies (Sharma & Vidani, 2023). Factor-actor analysis found that the sales director was the actor with the most influential role in the leadership factor, the sales manager was influential in the Organizational Citizenship Behavior factor, and the sales director was a prominent actor in sales management control. The main goal of the president director, IT/Digital director, supply chain director, and sales director in digital transformation is increasing effectiveness/efficiency in business processes. Besides, the sales manager and sales supervisor aspire to achieve sales targets or sales growth set by the company (Vidani & Plaha, 2016). In increasing effectiveness/efficiency and achieving sales targets/sales growth set by the company, prioritized strategy can be done through the development of leadership, capability, and human resource capacity (Patel, Chaudhary, & Vidani, 2023). Besides, customer/business partner-oriented digitalization is vital for increasing customer/business partner satisfaction with the company's services/business processes. Furthermore, the present study found leadership models as critical for digital transformation with the realistic scenario (iterative improvement) in all likelihood (Chaudhary, Patel, & Vidani, 2023). Sales organizations are expected to consistently and continuously conduct experiments to find new ways of working and produce digital initiatives that companies need to answer customer/consumer demands (Solanki & Vidani, 2016). Those strategies can be done by clearly identifying factors, actors, objectives, and strategies for better business execution in digital transformation.

**(Frederik Beuk, 2022)**

This research is one of the first Intent to Pursue a Sales Career (ITPSC) studies to link intent to actual student behaviour (Vidani, Chack, & Rathod, 2017). In addition, this study systematically revisits the validity and reliability of the ITPSC-scale and its associated antecedents (Bansal, Pophalkar, & Vidani, 2023). Based on partial least square analysis, we find support for the validity and reliability of the four-item ITPSC-scale, but notice room for improvement on the ITPSC-Ethics and ITPSC-Knowledge antecedents (Vidani, Das, Meghrajani, & Chaudasi, 2023). We extend prior work by investigating how ITPSC performs differently for women, students with a sales role model, and students who are more advanced in their academic career (Vidani, 2018). We also observe differences in the antecedent structure compared with earlier work (Vidani, Das, Meghrajani, & Singh, 2023). Of the ITPSC-antecedents, the Perceptions of the Sales Profession construct dominates when it comes to predicting intent to pursue a sales career, something that calls into question the recent grounding of the ITPSC in the Theory of Planned Behavior (Biharani & Vidani, 2018).

**(Siti Ngayesah Ab. Hamid, 2022)**

The sales profession has suffered from negative perception and misconception (Saxena & Vidani, 2023). Despite a huge opportunity in this industry, several reasons have been highlighted as deterrents to job applicants from applying for a career in sales including the unethical practices, low prestige, and uncertainty of the job (Odedra, Rabadiya, & Vidani, 2018). This study examines the influence of job characteristics and feelings on intention to pursue a sales career among undergraduate and postgraduate students (Vidani J. N., 2022). A cross-sectional study was conducted with 251 questionnaires analyzed using Partial-Least Square-Structural Equation Modeling (PLS-SEM) (Vasveliyya & Vidani, 2019). The findings suggest that job characteristics and feelings have a favorable impact on intention (Vidani & Das, 2021). Job characteristics, on the other hand, influence feelings, and feelings mediate the relationship between job characteristics and intention (Sachaniya, Vora, & Vidani, 2019). This study contributes to the body of knowledge by examining feelings as one of the constructs influencing sales career intention, and provides several implications to employers and business instructors to develop effective strategies to spark student interest in sales-related careers (Vidani, 2019).

**(M. Bodla, 2014)**

substantial theoretical and empirical literature indicates inconsistent performance implications of intrinsic motivation, suggesting the possibility of some explanatory mechanisms (Vidani, Jacob, & Patel, 2019). However, little is known about the factors that might explain intrinsic motivation and sales force performance relation, particularly in highly competitive and demanding fast moving consumer goods (FMCG) marketplace requiring new and useful solutions (Rathod, Meghrajani, & Vidani, 2022). Creativity, being a critical yet underutilized weapon in sales force arsenal, has the potential to assume the role (Vidani J. N., 2016). Therefore, this study aims at developing and testing a theory-driven framework in linking intrinsic motivation to sales performance while using sales force creative performance as partial mediator (Vidani & Singh, 2017). By employing structural equation modeling, the empirical validity of the proposed mediating model is evaluated against plausible moderating model in a sample of 688 frontline field salespersons of FMCG companies in Lahore (Pakistan) (Vidani, Meghrajani, & Siddarth, 2023). Findings indicated that sales force creative performance is nurtured by intrinsic motivation that, in turn, promotes sales performance. Practical implications of findings for sales force management and suggestions for future research are presented, too (Vidani & Pathak, 2016).

**(Jeff Johnson, 2018)**

Careers evolve over time and can take many paths as they develop. Within marketing and sales, a common variant of career progression is to begin in a sales position and then advance internally into a marketing role (Pathak & Vidani, 2016). Doing so provides employees with unique but complementary sets of skills, experiences, and perspectives that may increase their efficacy as marketers. However, sales-to-marketing job transitions (SMJTs) can also be suboptimal and result in adverse outcomes (Vidani & Dholakia, 2020). Although the sales-marketing interface literature has examined how the two functions work

together, the SMJT process is unclear (Vidani & Plaha, 2017). To provide an understanding of this phenomenon, the authors conduct in-depth interviews across a host of different companies and industries with 56 informants who successfully transitioned intraorganizationally from sales to marketing, informants who transitioned but did not remain in marketing, and executives (Vidani J. N., 2020). They develop a theoretical model consisting of transition motivation, acquisition, preparation, and encounter. They also advance individual and organizational facilitators of SMJTs and discuss SMJTs' potential positive and negative effects on the organization (Vidani J. N., 2018).

## METHODOLOGY

Table 1. Research Methodology

<b>Research Design</b>	Exploratory
<b>Sample Method</b>	Non-Probability - Judgemental Sampling
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Personal Interview
<b>Type of Questions</b>	Open ended
<b>Data Collection mode</b>	online
<b>Data Analysis methods</b>	Summarization of information collected in tabular format
<b>Sampling Size</b>	3
<b>Survey Area</b>	Rajkot, Ahmedabad, Rajasthan

Table 2. Data Analysis (Developed From the Interviews)

<b>Position</b>	<b>Job Role</b>	<b>Key Responsibility Areas</b>	<b>Knowledge</b>	<b>Skills (General &amp; Specific)</b>	<b>Job Openings</b>	<b>Certifications Required (if any)</b>
<b>Akash Gotecha Sales Representative at LT Foods</b>	Direct sales & retail store visits	<ul style="list-style-type: none"> <li>- Achieve sales targets</li> <li>- Build retailer relationships</li> <li>- Promote brand visibility</li> <li>- Collect &amp; analyses market data</li> <li>- Ensure stock availability in stores</li> </ul>	<ul style="list-style-type: none"> <li>- FMCG industry basics</li> <li>- Distribution &amp; retail operations</li> <li>- Consumer buying behavior</li> </ul>	General: Strong communication & negotiation IT Skills: Basic Excel, Word Analytics: Basic data analysis (Excel, CRM tools)	High demand in FMCG	

<p><b>Prince kalal Sales Representative At LT Foods</b></p>	<p>Field sales &amp; retailer relationship management</p>	<ul style="list-style-type: none"> <li>- Achieve &amp; exceed sales targets</li> <li>- Strengthen retailer &amp; distributor relationships</li> <li>- Ensure product visibility in stores</li> <li>- Track competitor activities</li> <li>- Report market trends &amp; customer preferences</li> </ul>	<ul style="list-style-type: none"> <li>- FMCG industry basics</li> <li>- Consumer &amp; retail market trends</li> <li>- Sales tracking techniques</li> </ul>	<p>General: Communication, relationship-building, negotiation IT Skills: Basic Excel, Word, CRM tools Analytics: Basic data-driven decision-making</p>	<p>High demand across multiple locations</p>	
<p><b>Parag chotai Sales Person at Kwallity walls</b></p>	<p>Sales and distribution of Kwallity Walls products in the assigned area.</p>	<ul style="list-style-type: none"> <li>- Ensure product availability and visibility at retail points.</li> <li>- Maintain relationships with shopkeepers and distributors.</li> <li>- Take orders and ensure timely delivery.</li> <li>- Conduct market surveys and competitor analysis.</li> </ul>	<p>Basics of sales and marketing. - Understanding of FMCG distribution channels. - Product knowledge (Kwallity Walls range).</p>	<p>General: Strong communication (spoken and written). IT Skills: Basic MS Excel, Word, PowerPoint for reporting. Analytics: Basic data analysis using Excel.</p>	<p>demand in peak summer.</p>	

Source: Developed by Researcher from Personal Interviews

## **RESULT AND DISCUSSION**

The FMCG sector is a fiercely competitive field where field sales representatives are essential for ensuring product availability, cultivating retailer relationships, and driving revenue growth. This research examined the sales strategies, skill requirements, career advancement, and hiring patterns of sales representatives at LT Foods and Kwaliti Walls, two prominent FMCG firms functioning in distinct product lines – packaged foods and frozen desserts.

A significant discovery of the research is that while both companies prioritize direct sales, distributor management, and retail activation, their sales methods differ due to the characteristics of the products. LT Foods handles packaged food items with an extended shelf life, while Kwaliti Walls operates within the frozen dessert segment, where product storage and seasonal demand have a considerable impact on sales strategies. The analysis also indicated that relationship-building, negotiation, and IT skills (such as proficiency in Excel, CRM tools, and basic data analytics) are vital for success in field sales.

Another critical point of discussion is the influence of technology on FMCG sales roles. Firms are increasingly adopting data-driven decision-making, sales tracking software, and AI-powered analytics to enhance their sales strategies. Nevertheless, in spite of these innovations, traditional face-to-face interactions, field visits, and retailer engagement continue to be essential elements of a sales representative's role. This underscores the necessity for a balanced approach that integrates digital tools with personal selling techniques.

Moreover, career advancement in FMCG sales adheres to a defined trajectory, progressing from entry-level sales representatives to mid-level positions like Territory Sales Manager and ultimately to senior roles such as National Sales Head. However, elevated attrition rates and fierce competition in field sales positions suggest a demand for improved training, incentives, and retention strategies to enhance job satisfaction and long-term professional development.

In summary, this research offers valuable insights into the changing landscape of FMCG sales careers, showcasing both the hurdles and prospects within the sector. The findings underscore the significance of skill enhancement, digital evolution, and strategic career planning for aspiring sales professionals at LT Foods, Kwaliti Walls, and within the wider FMCG industry.

### **Theoretical Implications**

This research enhances the current understanding of FMCG sales strategies, workforce skills, and career advancement by offering a comparative study of field sales positions at LT Foods and Kwaliti Walls. The analysis yields multiple theoretical implications that are pertinent to sales management theories, career progression models, and FMCG marketing structures.

#### **1. Application of Sales and Relationship Management Theories**

- The research bolsters the concepts of relationship marketing theory, which underscores the significance of establishing enduring connections with retailers and distributors in FMCG sales.
- The outcomes endorse personal selling theories, indicating that even with the rise of digital sales tools, in-person interactions and negotiation capabilities remain essential for success.

- The importance of customer value theory is apparent, as sales representatives must present their products as valuable assets to both retailers and end consumers to promote sales.
2. Contribution to Career Development Theories in FMCG Sales
    - The study corresponds with career advancement theories by delineating the pathway from beginner sales positions to higher management roles in the FMCG industry.
    - It underscores the significance of skill enhancement and ongoing education, supporting Human Capital Theory, which asserts that individuals who improve their expertise and skills can attain superior career results.
    - The research also confirms elements of Expectancy Theory, implying that clear performance-related incentives and opportunities for career progression can elevate motivation and lower high turnover rates in field sales positions.
  3. Integration with Digital Transformation in Sales Management
    - The study highlights the growing importance of data analytics, CRM tools, and digital sales tracking systems in FMCG sales, supporting technology acceptance models (TAM) that describe how new tools and systems are incorporated into sales operations.
    - It illustrates how conventional sales methods are being blended with data-driven decision-making, reinforcing contemporary sales force management theories that propose analytics-driven sales can improve efficiency and customer interaction.
  4. Implications for Market Segmentation and Consumer Behavior Theories
    - The research offers perspectives on how seasonality and product types affect sales strategies, contributing to market segmentation theories that categorize consumers and retailers based on buying behaviors and demand variations.
    - By contrasting packaged foods (LT Foods) and frozen desserts (Kwality Walls), the study emphasizes how distinct product categories necessitate customized sales strategies and promotional tactics, endorsing the Product Life Cycle (PLC) and Consumer Buying Behaviour models.

### **Practical Implications**

The results of this study have various practical applications for FMCG companies, sales representatives, recruiters, and policymakers. By examining sales techniques, career advancements, and skill prerequisites in LT Foods and Kwality Walls, this research offers actionable takeaways that can enhance recruitment, training, sales processes, and employee retention within the FMCG industry.

#### **1. Implications for FMCG Companies and Sales Managers**

##### **Optimizing Sales Strategies:**

- The study emphasizes the importance of a balanced method between personal selling and analytics driven by data. Companies ought to instruct sales teams to utilize CRM platforms, data visualization tools, and AI-enhanced market insights while nurturing strong relationships with retailers and honing negotiation abilities.

- Considering the seasonal demand for frozen desserts (Kwality Walls), sales managers need to efficiently plan workforce distribution and inventory allocation to maximize sales during peak times.

**Improving Employee Retention and Job Satisfaction:**

- The research indicates that high turnover rates are a prevalent challenge in FMCG sales positions. Companies should concentrate on offering performance-oriented rewards, opportunities for career advancement, and improved work-life harmony to keep employees.
- Well-structured mentorship initiatives and career progression frameworks can inspire entry-level sales staff to move up to mid and senior positions.

**Tailored Training Programs:**

- Organizations should dedicate resources to training initiatives that cultivate both classic sales competencies (negotiation, communication) and contemporary digital skills (Excel, Power BI, CRM applications, analytics).
- Training must also encompass category-specific insights—for instance, comprehending cold chain logistics for frozen desserts (Kwality Walls) as opposed to distribution methods for products with extended shelf lives (LT Foods).

2. Implications for Job Seekers and Sales Professionals

**Skill Development and Career Planning:**

- Aspiring sales professionals need to cultivate a combination of interpersonal, IT, and analytical proficiencies to thrive in FMCG field sales. Acquiring knowledge of tools like Microsoft Excel, CRM software, and sales analytics can create a competitive edge.
- Grasping consumer buying behaviors, retailer demands, and promotional tactics can enable field sales agents to enhance their performance and expedite career advancement.

**Building a Long-Term Career in FMCG Sales:**

- The study underscores distinct career advancement opportunities from entry-level positions (Sales Representative) to higher roles (Regional Sales Head, Vice President of Sales).
- Job seekers should seek out companies that offer organized career growth programs, performance rewards, and leadership development training.

3. Implications for Recruiters and HR Professionals

**Refining Hiring Criteria:**

- Recruiters ought to emphasize candidates with excellent communication, negotiation, and data-informed decision-making abilities rather than solely depending on previous sales experience.
- Seasonal workforce planning is essential, particularly in organizations like Kwality Walls, where demand varies based on weather conditions and festivals.

### **Enhancing Onboarding and Employee Training:**

- New hires should undergo structured training covering product knowledge, competitor analysis, and digital sales tools before commencing fieldwork.
- Continuous mentorship and support programs can assist in retaining employees and minimizing early turnover rates.

#### 4. Implications for Educational Institutions and Policymakers

### **Incorporating FMCG Sales Training in Academic Curricula:**

- Business schools and vocational training institutions should integrate practical sales training, data analysis, and CRM software application into their marketing and sales curricula.
- Internship opportunities with FMCG companies can offer students firsthand experience in sales operations.

### **Government and Industry Collaboration for Workforce Development:**

- Policymakers may work together with FMCG businesses to create skill enhancement initiatives, vocational training programs, and certification courses for future sales professionals.
- Fostering public-private partnerships in FMCG workforce training can aid in closing the skills gap in sales and distribution positions.

## **CONCLUSION**

The FMCG sector is a highly competitive and dynamic industry that relies heavily on field sales representatives to drive revenue, maintain retail relationships, and expand market reach. This study analyzed the sales strategies, career growth opportunities, skill requirements, and recruitment trends in two leading FMCG companies—LT Foods and Kwality Walls—which operate in packaged foods and frozen desserts, respectively.

The research highlights that while sales representatives in both companies share common responsibilities such as achieving sales targets, managing retailer relationships, and ensuring product visibility, there are distinct differences in sales strategies due to product type. LT Foods operates in a stable demand environment, while Kwality Walls experiences seasonal sales fluctuations, requiring different approaches to sales planning and workforce management.

A key finding of the study is the growing importance of digital tools such as CRM software, sales analytics, and data-driven decision-making in FMCG sales. Although traditional sales skills (negotiation, communication, and relationship-building) remain crucial, modern sales professionals must adapt to technological advancements to stay competitive. The study also emphasizes the need for structured career progression, skill development programs, and better employee retention strategies to address high attrition rates in field sales roles.

From a practical perspective, FMCG companies should focus on enhanced training programs, digital transformation, and performance-based incentives to improve sales efficiency and employee satisfaction. Job seekers should prioritize developing a combination of interpersonal, IT, and analytical skills to enhance career prospects in the industry. Additionally, educational institutions and

policymakers can collaborate with FMCG companies to introduce industry-relevant sales training and vocational programs.

In conclusion, this study provides valuable insights into the evolving nature of FMCG field sales, career growth opportunities, and the impact of digitalization on sales strategies. By addressing key challenges and leveraging data-driven decision-making, companies like LT Foods and Kwality Walls can optimize their sales operations while creating long-term career opportunities for aspiring sales professionals in the FMCG industry.

This research has offered important insights into the sales strategies, career advancement, and skill necessities for field sales representatives within the FMCG industry, particularly concentrating on LT Foods and Kwality Walls. Nevertheless, there are numerous aspects where additional research can be carried out to enhance the comprehension of sales performance, digital transformation, and workforce development in FMCG sales.

## **RECOMMENDATION**

1. Expansion of the Study to Other FMCG Companies and Product Categories.
  - Future research could contrast FMCG sales positions across various companies, including Amul, Nestlé, HUL, ITC, and Britannia, to pinpoint industry-wide patterns.
  - Various product categories, such as beverages, dairy, and personal care items, might necessitate different sales strategies, which can be further investigated.
2. Impact of Digitalization and E-commerce on FMCG Field Sales
  - With the emergence of e-commerce platforms (Amazon, Flipkart, Blinkit, Swiggy Instamart, BigBasket), upcoming studies can examine how online retail is influencing conventional field sales roles.
  - Research might concentrate on how digital marketing, AI-driven sales analytics, and CRM automation are revolutionizing FMCG sales operations.
3. Regional and Global Comparisons
  - This study mainly concentrates on the Indian FMCG market. Future research could compare sales strategies and career prospects in global FMCG markets (like the U. S., Europe, and Southeast Asia) to unearth best practices and innovations.
  - Regional research can also investigate variations in urban versus rural FMCG sales strategies to grasp location-based challenges.
4. Employee Retention and Job Satisfaction in FMCG Sales.
  - High attrition rates present a challenge in FMCG sales. Future research can delve into the elements that affect job satisfaction, motivation, and the retention of field sales representatives.
  - Studies might assess the efficiency of various incentive frameworks, career growth initiatives, and work-life balance programs in curtailing turnover.

5. Skills and Training for the Future of FMCG Sales
  - With evolving consumer behaviour and technological progress, future research can emphasize the emerging skills required for FMCG sales representatives.
  - Studies may consider the efficiency of training programs, certifications, and upskilling opportunities in enhancing sales performance and career development.
6. Post-Pandemic Changes in FMCG Sales Strategies
  - The COVID-19 pandemic resulted in considerable alterations in consumer buying behaviours. Future studies can investigate how FMCG firms have modified their sales approaches following the pandemic.
  - Research can focus on the transition from traditional retail to Omni channel sales strategies, including hyperlocal delivery, quick commerce, and direct-to-consumer (D2C) methods.

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