

## **AN EXPLORATION INTO THE ORGANIZATION OF THE SALES FORCE THE CASE OF HENKEL COMPANY IN AIN TEMOUCHENT -ALGERIA**

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### **ABSTRACT**

The aim of this study is to show that the sales force has become in recent years a strategic key in the marketing process. Its role has emerged with the evolution of the technological progress, the proliferation of products and brands, the competitive intensification and the bulk markets. These changes make increasingly difficult the marketing of products and services. The sales force is not only a marketing technique or a promotional tool but also a communication element that provides and collects information. In this research, we applied the organization of the sales force to Henkel Company in Algeria.

**KEYWORDS:** Sales Force – Organization – Sellers - Enterprise