

BENEFIT BUDGET TOOL FOR SALES MANAGEMENT THE SALES EFFECTIVENESS SUPT AT PT. CARENET INDONESIA

BY : OPI RAHMITA

4320 711 0220

Based on the results of research and discussion of budget utilization as sales tools to help sales management effectiveness. The purpose and usefulness of this research is to obtain data or information relating to the company's sales budget in relation to the company's sales effectiveness. While the purpose of this study are as follows:

1. To find implementation sales budgeting
2. To determine the effectiveness of the company's sales.
3. To determine the utilization of the sales budget as a management tool in support of sales effectiveness

The result of this research will be showing Expected to be one consideration for companies in the preparation of sales budgets to increase sales effectiveness and as inputs or the ratio of sales budget in implementing the next.

In the budget execution cost of sales of PT. Carenet Indonesia uses Top Down (from top to bottom) the budget is determined by the management to consult with all the subordinates.

Key words : Effectiveness, Top Down and Sales Management