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# ECONOMIC CONTENT OF SALES STRATEGY AND ITS IMPLEMENTATION UNDER WARTIME CHALLENGES AND THE ADAPTATION OF MARKETING AND LOGISTICS DECISIONS

The article examines the evolution of scientific approaches to defining the economic content of the concept of "sales strategy" and substantiates the need to clarify it in view of current conditions of enterprise operation. The purpose of the study is to develop an authorial approach to defining the essence of a sales strategy based on the systematization of scientific interpretations, identification of the key components of its content, and consideration of the specific features of implementing strategic decisions under conditions of military instability. The methodological framework includes content analysis, structural-logical, comparative, and systems analysis, as well as expert assessment based on an author-developed scoring scale.

Definitions of the concept of "sales strategy" proposed by Ukrainian and foreign scholars are systematized according to the components of the phenomenon's essence, content, and outcomes. The evolution of scientific views is established, from considering sales as the process of delivering products to consumers to interpreting it as a system of managerial decisions, a component of marketing activities, and a long-term direction of an enterprise's strategic development. Process-based, structural, and conceptual-planning approaches to defining a sales strategy are identified and comparatively assessed. An authorial definition of a sales strategy is formulated as a set of interrelated actions and managerial decisions in the field of product sales, organization and coordination of product flows, aimed at effective sales, meeting consumer needs, aligning marketing and logistics processes, and ensuring business performance and resilience.

The specific features of implementing a sales strategy under conditions of military instability and systemic military risks associated with changes in demand, the territorial structure of markets, infrastructure constraints, and regulatory uncertainty are identified. The increasing requirements for the flexibility and adaptability of strategic decisions are substantiated. A structural-logical framework for adapting a sales strategy is proposed, providing for the synchronization of sales decisions with the financial, marketing, and logistics parameters of enterprise operations. The expediency of supplementing quantitative sales indicators with indicators of resilience, continuity of sales processes, preservation of partner relationships, and cost controllability is established.

**Keywords:** sales, strategic management, supply chain management, distribution, marketing planning, logistics process, sales operations, military risks, business strategy, business resilience.