

**Special Paper I  
Sales Management**

<b>Semester V</b>	<b>Subject Code: BB51705B</b> ✓	<b>Lectures: 60</b>
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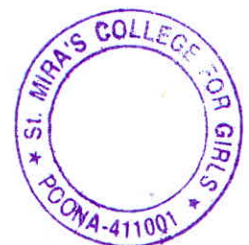
**Objectives:**

The syllabus aims in equipping students,

- To impart the students, knowledge regarding Sales Management, Organization Structure & Sales Force Deployment
- To make the students aware of the latest tools and techniques for Managing the Sales Force and Strategic Role of the Sales Force
- To acquaint the students with basic understanding of Personal Selling and Customer Relationship Management

<b>Unit 1: Introduction to Sales Management, Sales planning and control:</b>	<b>14</b>
<ul style="list-style-type: none"> <li>• Sales Management - Definition, Meaning, Objectives</li> <li>• Role of sales management in marketing</li> <li>• Ethical and legal issues involved in sales management</li> <li>• The Changing Environment of Sales Management – From Transactions to Relationship, From Individual to Team, From Sales Volume to Sales Productivity, From Management to Leadership, From Administrative to Entrepreneurial, From Local to Global</li> <li>• Sales planning: Sales forecasting – concept and methods qualitative and quantitative</li> <li>• Sales quotas- concept, purpose</li> <li>• Sales control- process</li> </ul>	

<b>Unit 2: Sales Organization Structure &amp; Sales Force Deployment</b>	<b>08</b>
<ul style="list-style-type: none"> <li>• Types and structures of sales organization</li> <li>• Principles for building successful sales organization</li> <li>• Functions and responsibilities of sales manager</li> <li>• Sales Force Deployment – Allocation of Selling Effort, Sales force Size, Designing Territories, Procedure for Designing Territories, Using Technology</li> </ul>	



<p><b>Unit 3: Managing the Sales Force:</b></p>	<p><b>06</b></p>
<ul style="list-style-type: none"> <li>• Acquiring Sales Force Talent: Sales personnel selection process, criteria used for selection of sales personnel</li> <li>• Training: Importance, Areas of sales training- Company specific knowledge, product knowledge, Industry knowledge, Customers, Managing the sales Training Process – Assess Training Needs, Set Training Objectives, Evaluate Training Alternative, Design the Sales Training Program, Perform Sales Training, Conduct Follow-Up and Evaluate</li> <li>• Motivation: Types of compensation plans, Issues in Managing Sales force</li> <li>• Salesforce Effectiveness and Performance: Sales Analysis, Cost Analysis, Profitable Analysis, Activity-Based Costing, Return on Assets Managed Analysis, Productivity Analysis , Performance Evaluation Methods, Sales Reporting</li> </ul>	
<p><b>Unit 4: Strategic Role of the Sales Force:</b></p>	<p><b>10</b></p>
<ul style="list-style-type: none"> <li>• Organization Strategy Levels</li> <li>• Corporate Strategy and the Sales Function – Corporate Mission, Objectives for Strategic Business Units</li> <li>• Sales Strategy – Account Targeting Strategy, Relationship Strategy, Selling Strategy, Sales Channel Strategy, The Internet, Distributors, Independent Representatives, Team Selling, Telemarketing, Trade Shows, Channel Conflict</li> </ul>	
<p><b>Unit 5: Personal Selling and Customer Relationship Management</b></p>	<p><b>10</b></p>
<ul style="list-style-type: none"> <li>• Personal Selling: concept,             <ul style="list-style-type: none"> <li>➤ Concepts of Sales leads, sales calls, types of sales calls, sales presentation</li> <li>➤ Key Roles of the Sales People</li> <li>➤ Use of technology in personal selling</li> </ul> </li> <li>• Customer Relationship Management:             <ul style="list-style-type: none"> <li>➤ CRM concept, Application of CRM in different Industries</li> <li>➤ Role of relationship management in today's organizations</li> <li>➤ Trust- Based Relationship Selling Process – Selling Foundations: Knowledge, Skills and Trust-Building, Selling Strategy, Personal Selling Approaches</li> </ul> </li> </ul>	

\*Contact hours – 12 hours





**Recommended Text Books**

1. *Sales Management*, Saroj Kumar & B.P.Verma, Thakur Publishers, Pune
2. *Sales Management, Analysis and Decision Making*, Thomas N.Ingram, Raymond W. Laforge, Ramom, Charles & Michal, Segment Book

**Reference Books:**

1. Havaldar&Cavale, *Sales and Distribution Management*, TMGH
2. Still, Cundiff&Govani, *Sales Management*, Pearson Education
3. SL Gupta, *Sales and Distribution Management*, Excel books
4. Michael Levy & Barton Weitz, *Retailing Management*, TMGH, 5thEdition
5. Gini Graham & Scott, *Building a Winning Sales Team* — ? I- Universe — ?
6. Forsyth Prick, *Sales Management Handbook* — Gower ?
7. Anderson, Hair and Bush, *Professional Sales Management*. Mcgrahill.
8. .Robert Reed, *International Marketing* — ?
9. Gerald A. Michaelson, *Strategies for selling* Mcgrahill
10. Chetan Bajaj, RajneshTuli, Nidhi V Srivastava, *Sales Management* OUP
11. *Sales Management*, Richard R Still Edward W. Cundiff, PHI

