

Sales Management
Sem III

I> Course Content:

Semester	III Core
Subject	Sales Management (Marketing)
Course Code	MMSMC301 (RGCMS)
Credits	4
Duration	40

Learning Objectives

1. To understand function of sales and its importance
2. To comprehend the art of managing the sales force
3. To motivate and manage sales force effectively
4. To develop critical thinking skills and situational leaderships
5. To learn the art of solving problems related to sales process on the field

Module

Sr. No.	Content	Activity	Course Outcomes
1	Introduction to sales organisation and types of sales force. Importance of sales management in any business organisation. Sales Organisation Structures, both B2B & B2C	Lecture and discussion, Case Study	MMSMC301.1
2	Selling skills; Negotiation skills for services sales as against physical good sales, Sales dyads, Decision Making Units (DMUs),	Interactive teaching Role play & observation activity	MMSMC301.2
3	Sales process – sales approach, demonstration & closure, Personal selling, Applications of AIDA Model in sales.	lecture, Role play & observation activity	MMSMC301.2
4	Territory and time management, route planning, scheduling customer visits. Manpower planning- Recruitment, Selection, Training and development of sales personnel.	Lecture & Interactive teaching	MMSMC301.3
5	Planning & forecasting techniques such as Moving Averages, Trend Analysis etc. and target setting (sales budget and quota setting)	Lecture with use of templates, Industry Expert Lecture	MMSMC301.3

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6	Sales Administration -Devising sales compensation, incentives, fixed and variable components of compensation, Non –monetary incentives. Performance evaluation of salesmen, setting standards of performance, recording actual performance, evaluation and managing sales meetings	Lecture/ Case Study	MMSMC301.4
7	Sales force management during different phases which includes motivation during bad times (positive reinforcement), planning sales contests.	Lecture/ Case Study, research papers.	MMSMC301.4
8	Field sales control - Sales reporting system which includes weekly, monthly, quarterly reports and interpretation of the data for future action plans, sales analysis and marketing cost analysis, sales audit, managing outstanding.	Interactive teaching	MMSMC301.5
9	Importance of Distribution and Logistics Management in relation to Sales Management, Understanding lead time and delivery schedule etc.	Interactive teaching	MMSMC301.5

II> Course Outcomes

MMSMC301.1	Understand the distinction between the skills required for selling and sales management.	Understand
MMSMC301.2	Apply the skills to effectively manage sales process and negotiation skills in organisational goals	Apply
MMSMC301.3	Analyze sales territories to maximize selling effectiveness.	Analyse
MMSMC301.4	Evaluate tools and techniques to apply the sales skills	Analyse
MMSMC301.5	Analyze an effective sales compensation plan.	Analyse
MMSMC301.6	Understand the Sales task with implementation to logistical management	Evaluate

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Recommended Books

Sr. No.	Books
1	Sales Management, Still, Cundiff & Govani, Prentice Hall India
2	Professional Sales Management, Anderson, Hair & Bush , Tata McGraw Hill
3	Management of sales force, Stanton & Spiro Mc Graw Hill International
4	Sales Management , Futrell 6 th edition Thomson South western
5	Sales and Distribution Management , S L Gupta, Excel Books India
6	Text Book on Sales Management , Dr. R.K. Srivastava, Excel Books India