

FAR WESTERN UNIVERSITY

Faculty of Management

Course Title: **Sales Management**

Course Code: **MKT 382**

Nature of course: Theory

Semester: Eighth

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

1. Course Introduction

This course is designed for students interested in a career in professional sales management. The course is concerned with how to manage a sales force with the objective of maximizing overall sales performance. The course presents techniques for identifying, recruiting and training salespeople, controlling sales efforts; budgeting, and forecasting sales performance. This course aims to acquaint the student with the concepts which are helpful in developing a sound sales and policy and in organizing and managing sales force.

2. Course objective:

The main objective of this course is to familiarize students with the understanding of the tools and techniques necessary to effectively manage the sales function, the sales organization and the sales individual. The specific objectives are as follows:

- Acquaint the students with the concepts and practices of sales management
- Understand the basic functions of sales force management as well as theories and concepts managing the sales function.
- Enable them to develop capabilities to design and implement sales programmes.
- Estimate market and sales potential
- Set up a sales organization and lead sales personnel in implementing selling plans

3. Contents in detail

Learning Objectives	Units and contents
<ul style="list-style-type: none">• Acquaint students with the concept and objectives of sales and sales management.• Understand personal selling its objectives and theories.• Understand methods of forecasting sales.	<p>Unit-I: Introduction: Sales management and Personal Selling:.....LH 10</p> <p>1.1. Meaning, concept and principles of Sales</p> <p>1.2. Distinction between marketing and selling</p> <p>1.3. Meaning and scope of sales management</p> <p>1.4. Objective of sales management,</p> <p>1.5. Functions of sales management.</p> <p>1.5. Personal Selling:</p> <p>1.5.1. Personnel Selling & salesmanship</p> <p>1.5.2. Buyer-Seller dyads</p> <p>1.5.3. Diversity impersonal selling,</p> <p>1.5.4. Theories of selling,</p> <p>1.6. Types of Personal Selling objectives</p>

	<p>1.6.1. Market Potential 1.6.2. Sales potential 1.6.3. Sales Forecast 1.6.4. Analyzing Market Potential 1.6.5. Market Indexes 1.6.6. Sales Forecasting Methods</p>
<ul style="list-style-type: none"> • Determine the best organizational structure for its sales force. • Understand the functions and qualities of an effective sales executive. • Understand the relationship of sales executives with other managers. 	<p>Unit-II: Sales Organization Structures: LH 8 2.1. Meaning and importance of sales organization 2.2. Types of sales organization structure, 2.3. Basic types of Sales Organizational Structures 2.4. Relationship of sales department with other departments, 2.5. Basic issues in developing sales organization. 2.6. Functions of the Sales Executive 2.7. Qualities of Effective Sales Executives 2.8. Relations of Sales Executives with top Management and Managers of Other Activities</p>
<ul style="list-style-type: none"> • Understand a system to recruit, select, hire, and assimilate effective salespeople. • Design a system to train effective salespeople. • Acquaint students to design a plan to motivate, monitor, and control the sales force. • Design a compensation plan for the firm's sales force 	<p>Unit-III: Sales force management:LH 12 3.1. Selection and training 3.1.1. Sales job analysis and Sales job description 3.1.2. Recruiting and selection of Sales person: Screening; interviewing/testing; induction and placement. 3.1.3. Designing sales training programmes 3.1.4. Deciding training content 3.1.5. Selection of training methods 3.1.6. Execution and evaluation of training programmes. 3.2. Compensating and Motivating sales personnel: 3.2.1. Requirements of sound compensating plan 3.2.2. Reimbursement of sales expenses 3.2.3. Methods of controlling and reimburse sales expenses. 3.3. Sales incentives: 3.3.1. Meaning of sales incentives 3.3.2. Types of incentives, 3.4. Sales meetings and Sales Contests: 3.4.1. Sales meeting and conventions, 3.4.2. Types of meeting and conventions. 3.4.4. Sales contest.</p>
<ul style="list-style-type: none"> • Acquaint student to understand and prepare sales budget. • Understand sales quota and sales territories. • Estimate the market potential for each product; determine sales territories, 	<p>Unit-IV: Controlling the Sales Effort:LH 15 4.1. Sales Budget: 4.1.1. Nature of sales budget 4.1.2. Scope of sales budget, 4.1.3. Types of sales of sales budget, 4.1.4. Sales budgeting process,</p>

<p>quotas and forecast sales performance.</p> <ul style="list-style-type: none"> • Acquaint student to understand the sales control and cost analysis. • Enable to adopt an appropriate analysis and control procedure. 	<p>4.2. Sales Quotes:</p> <p>4.2.1. Meaning of quotes</p> <p>4.2.2. Objectives of sales quotes</p> <p>4.2.3. Relationship among sales quotas, the sales forecast and sales budget,</p> <p>4.2.4. Various types of sales quotas as used by Nepali sales managers,</p> <p>4.2.5. Administering the quota system.</p> <p>4.3. Sales Territories:</p> <p>4.3.1. Nature of sales territory</p> <p>4.3.2. Reasons to establishing and revising territories,</p> <p>4.3.3. Reasons for revising sales territories,</p> <p>4.3.4. Basis for sales territories,</p> <p>4.3.5. Procedures for setting up territories,</p> <p>4.3.6. Assignment of sales personnel to territories,</p> <p>4.3.7. Routing and scheduling sales personnel. (8 hrs)</p> <p>4.4. Sales control and cost analysis</p> <p>4.4.1. Objectives of sales control.</p> <p>4.4.2. Cost analysis</p> <p>4.4.3. Sales audit and its procedure</p> <p>4.4.4. Nature and purposes of cost analysis,</p> <p>4.4.5. Classification of cost and cost analysis procedure.</p>
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Books

1. Richard R. Still Edward, Candiff Norma, A.P. Govani : Sales Management: Decision strategies and cases by Richard R. Still Edward, Candiff Norma, A.P. Govani(Pearson New Delhi)
2. Spiro, Rosann L, Stanton, William J and Rich, Gregory A: Management of Sales Force, Tata McGraw Hill, New Delhi 2005.
3. Sahu P. K. and Raut K. C., "Salesmanship and Sales Management", Vikas Publishers, Delhi
4. Anderson, R: Professional Sales Management, Prentice Hall of Inc., New Jersey 1992.
5. Dalrymple, D.J.: Sales Management: Concepts and Cases, John Wiley, New York 1989.