|  |  |
| --- | --- |
| **PROGRAM** | **Master of Business Administration (MBA)** |
| **SEMESTER** | **IV** |
| **COURSE TITLE** | **Management of Field Sales Force** |
| **COURSE CODE** | **04MB0450** |
| **COURSE CREDITS** | **2** |
| **COURSE DURATION** | **28 Hours (28 sessions of 60 minutes each)** |

**COURSE OUTCOMES:**

* At the end of the course, students will understand in and out of Sales Management.
* This course will enable students to analyze the various working styles, challenges in day-to-day Sales organizations.
* At the end of the course, students will be able to apply the tools of personal selling.
* At the end of the course, students will be able to make strategies required to manage field sales force.

**COURSE CONTENTS:**

|  |  |  |
| --- | --- | --- |
| **Unit No** | **Unit / Sub Unit** | **Sessions** |
| I | Sales management; Importance and Objectives of Sales Department; Role of a Sales Manager & Sales Executive; Functions of Sales Manager & Sales Executive; Qualities of Salesperson; Personal Selling Skills; Theories in Sales - AIDAS & ACMEE model; Case Study | 10 |
| II | Personal Selling; Theories of personal selling; Executing Effective Meetings; Communication in Sales; Opening and Closing a Sale; Negotiation and Sales Management; Negotiation Strategies; Effective Sales Body Language, Eye Contact; Case Study | 9 |
| III | Sales Analysis & Forecasting; Sales Budgeting; Sales Territory; Sales Quota; Recruitment & Selection in Sales; Sales Training; Sales Compensation; Sales Performance Evaluation; Sales Audit; Sales Reports; Case Study | 9 |

**EVALUATION:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

|  |  |  |
| --- | --- | --- |
|  | **Component** | **Weightage** |
| A | Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.) | 0% (C.S.E.) |
| B | Internal Assessment | 50% (I.A.) |
| C | End-Semester Examination | 50% (External Assessment) |

**SUGGESTED READINGS:**

**Text Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition and Year** |
| T-01 | Krishna Havaldar and Vasant Cavale | Sales and Distribution Management | McGraw Hill | 3rd edition 2017 |
| T-02 | Pingali Venugopal | Sales and Distribution Management – An Indian Perspective | SAGE | 2nd edition 2020 |
| T-03 | S. L. Gupta | Sales and Distribution Management – Text and Cases An Indian Perspective | Excel Books | 2nd edition 2010 |
| T-04 | Tapan K. Panda  Sunil Sahadev | Sales & Distribution Management | Oxford University Press | 2nd edition 2011 |

**Reference Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition and Year** |
| R-01 | Richard R. Still,  Edward W. Cundiff, et al | Sales & Distribution Management | Pearson | 6th edition 2017 |
| R-02 | Pradip Mallik | Sales Management | Oxford University Press | Illustrated edition 2011 |
| R-03 | Jeff Tanner,  Earl Honeycutt,  Robert Erffmeyer | Sales Management | Pearson | 1st edition 2013 |
| R-04 | Graham Yemm | The Sales Book: How to Drive Sales, Manage a Sales Team and Deliver Results | Pearson | 1st edition 2015 |
| R-05 | William L. Cron  Thomas E. Decarlo | Sales Management: Concepts & Cases | Wiley | 10th edition 2009 |
| R-06 | [David Jobber](https://www.amazon.in/David-Jobber/e/B001IXQ9GC?ref=sr_ntt_srch_lnk_7&qid=1621060685&sr=1-7)  Geoffrey Lancaster | Selling and Sales Management | Pearson | 11th edition 2019 |
| R-07 | John Treace | Nuts & Bolts of Sales Management: How to Build a High Velocity Sales Organization | Hardcover  (Amazon) | 2011 |
| R-08 | M. Johnston  Greg Marshall | Sales Force Management | Hardcover  (Amazon) | 11th edition2013 |
| R-09 | Chet Holmes | The Ultimate Sales Force | Portfolio - Penguin Group | 2008 |