

PROGRAM	Bachelors of Commerce /Bachelors of Commerce (Hons)
SEMESTER	V
COURSE TITLE	Sales Management
COURSE CODE	04BC0542
COURSE CREDITS	4
COURSE DURATION	48 Hours (48 sessions of 60 minutes each)

COURSE OUTCOMES:

- Students will understand the basics of Sales Management.
- At the end of the course, students will be able to understand the role of salesmen.
- This course will enable students to understand the various concepts of Sales.
- Describe the significant Sales Strategies and Sales Management responsibilities that a salesperson/Manager faces as the point of contact representing a specific company or service within the marketplace.
- Able to Manage and enhance the sales force productivity and performance

Teaching and Examination Scheme

Teaching Scheme (Hours)			Credits	Internal Marks (50%)		End-Semester Examination (50%)			Total Marks
Theory	Tutorial	Practical		IA	CSE	Theory	Practical/Viva	Term Work (TW)	
4	0	0	4	30	20	50	0	0	100

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	Introduction to Sales Management: Nature and Importance of sales management; Importance and Objectives of Sales Department; Role of a Sales Manager & Sales Executive; Functions of Sales Manager & Sales Executive; Types of sales management positions; Qualities of Salesperson; Relationship with Top Management; Personal Selling Skills; Theories in Sales - AIDAS & ACME model. Case Study	10
II	Nature and Characteristics and Importance of Personal Selling; Theories of personal selling; Personal selling objectives; Importance of Communication in Sales; Opening and Closing a Sale; Negotiation and Sales Management; Negotiation Strategies. Case Study	9
III	Sales Analysis; Need, Type; Effective Sales Forecasting; Forecasting Methods; Difficulties in Forecasting; Sales Budgeting; Types, Advantages. Case Study	10
IV	Introduction to Sales Territory, Importance; Criteria, Methods of Territory Building; Introduction to Sales Quota; Types; Importance; Methods of setting	9

	Quota; Limitations. Case Study	
V	Recruitment & Selection of Sales personnel, Criteria of selection, Process; Types of Sales Training; Components of Sales Training; Sales Compensation; Objectives; Types; Characteristics of compensation plan; Designing compensation plan; Sales Performance Evaluation; Sales Audit; Sales Reports. Case Study	10

SUGGESTED READINGS:

Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
T-01	Krishna Havaladar and Vasant Cavale	Sales and Distribution Management	McGraw Hill	2007
T-02	Pingali Venugopal	Sales and Distribution Management – An Indian Perspective	SAGE	1st edition 2008
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	1st 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 2010
R-06	David Jobber Geoffrey Lancaster	Selling and Sales Management	Pearson	10th edition 2015
R-07	John Treace	Nuts & Bolts of Sales Management: How to Build a High Velocity Sales Organization	Hardcover (Amazon)	1st edition 2013
R-08	M. Johnston Greg Marshall	Sales Force Management	Hardcover (Amazon)	13th edition 2016