

COURSE TITLE	SALES MANAGEMENT
COURSE CODE	04BB0617
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Apply the fundamental principles of Sales Management in real-world business contexts
- 2 Evaluate the role and effectiveness of sales personnel in achieving organizational goals.
- 3 Analyze various sales concepts and strategies to enhance decision-making in sales operations.
- 4 Apply sales planning, budgeting, and forecasting techniques to real-world sales scenarios.
- 5 Demonstrate the ability to use key terminologies, structures, and functions in the sales management process.

Pre-requisite of course:None

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Sales Management Evolution of Professional Sales,, Sales Management - Features, Functions and Importance,, Art of Selling – Types, Process, Qualities of an Effective Salesman,, Sales force management: Selection Procedure, Training Methods,, Motivational Factors and Compensation methods of sales personnel,, Ethical Aspects, Sales organization: Concept, Objectives,, Structure and Steps in Developing a Sales organization, Customer-Centric Model	14
2	Sales Planning, Controlling & Strategies Sales planning : Concept, Process, , Sales Forecasting - Methods and Limitations; , Sales Controlling : Concept of Sales Budget and Sales Audit, Sales;, Quota - Methods and Types, Objectives and Factors Determining and Designing Sales Territory;, Importance of Customer Feedback,, ales Management - Data Mining, Role of IT; , Buying & Selling Process, Sales Strategies Managing Talent - Ethical Aspects	12

Contents : Unit	Topics	Contact Hours
3	Managing Sales, Predicting Sales and Setting Targets selling skills; Negotiation skills for services sales as against physical good sales,, Sales dyads , Decision Making Units (DMUs), Territory and time management,, route planning, scheduling customer visits, , Manpower planning- Recruitment, Selection, Training and development of sales personnel,, Planning & forecasting techniques - Moving Averages, Trend Analysis, Regression etc., And target setting (sales budget and quota setting), using software support or Excel.	12
4	Digital Sales & CRM Strategies 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,, 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.	12
5	Channel Management & Ethical Issues in Sales Importance of Distribution and Logistics Management in relation to Sales Management,, understanding lead time and delivery schedule etc.,, Levels of channels, functions of channel partners, channel policies,, Power Bases in managing channel partners, conflict management,, Emerging Trends: Subscription-based Sales, Virtual Selling,, Future of Digital Sales, Impact of AI and Machine Learning on Sales,, Ethics in Personal Selling, Cross-Cultural Sales Ethics & Global Best Practices	10
Total Hours		60

Textbook :

- 1 Sales and Distribution Management, Krishna Havaldar and Vasant Cavale, McGraw Hill , 2007, Krishna Havaldar and Vasant Cavale, McGraw Hill, 2007
- 2 Sales and Distribution Management – An Indian Perspective, Pingali Venugopal, SAGE, 2008, Pingali Venugopal, SAGE, 2008

References:

- 1 Sales & Distribution Management, , Sales & Distribution Management, , Richard R. Still, Edward W. Cundiff, et al, Pearson, 2017
- 2 Sales Management, Sales Management, Jeff Tanner, Earl Honeycutt, Robert Erffmeyer,, Pearson, 2013

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
0.00	0.00	35.00	35.00	30.00	0.00

Instructional Method:

1 Theory