

**B.Com S-03 Sales Management (Skill Based Elective Course-in  
Second and Third Year).**

**Block 01 Sales Management: Basic Functions**

**Unit 1 : Introduction to Sales Management**

Sales and distribution strategy- role in the exchange process, interdependence of sales and distribution, sales management-formulation of sales strategy, framework for joint decision making in sales and distribution management.

**Unit 2 : Personal selling**

The growing importance of personal selling, situations conducive for personal selling, the changing roles of sales personal, diversity of selling situations, qualities of a good sales personnel, the scope of activities in sales situations.

**Unit 3 : Sales Process**

Personal selling and marketing effort, theories of selling, personal selling process.

**Unit 4 : Computer Systems and Applications in Sales Management**

Organization as an information processing system, why computer, execution of an order-stages involved, information sought form sales management, how to obtain information for a sales management system, how does a computerised system work, used of computerised sales management system.

**Block 02 Selling Block**

**Unit 5 : Communication Skills**

How communication works, communication media and their characteristics, selecting media options, non-verbal communication (NVC), oral communication, interpersonal communication, non-verbal behavior in interpersonal interactions, written communication, writing sales letters and other materials.

**Unit 6 : Sales Presentation**

What is a presentation, types of sales presentations, typical structure of a presentation, planning the presentation strategy, presentation skills, principles of effective presentation.

**Unit 7: Negotiation Skills**

What is negotiation, difference between selling and negotiating, the negotiations continuum, steps of negotiation, negotiation strategies principles of sales negotiations.

**Unit 8: Retail Communication: Sales Displays**

Objectives of sales displays, principles (and aesthetics) of display, types of display, managing displays effectively, training retailers, motivation the retailer.

## **Block 03 Managing the Sales Force**

### **Unit 9 : Job analysis, Recruitment and Selection**

Nature of the sales job, sales job analysis, recruitment, recruitment sources, selection, selection tools, conclusion.

### **Unit 10: training the sales force**

Logic of training, training process, areas of sales training, process of identifying training needs, methods of identifying training needs, learning styles, designing and conduction the programme, trainer's abilities, training follow-up

### **Unit 11: Compensation and Motivation of Sales Force**

Types of compensation, types of compensation schemes, factors influencing design of compensation schemes, criteria for designing a compensation package, motivation of sales force, motivation and needs, salesperson and motivational technique.

### **Unit 12: Monitoring and Performance Evaluation**

Monitoring-needs and objectives, parameters used to monitor sales force, contents of a sales report, basic sales reports and their analysis performance appraisal evaluation, salesmen's evaluation-some basic issues, setting performance with norms, comparing performance with norms, comparing performance with norms, case study-monitoring and performance appraisal of medical of medical representatives.

## **Block 04 Planning and Control of the Sales Effort**

### **Unit 13 : Sales Planning**

Product-wise sales planning, territory management meaning, why sales territories, steps in territory planning, approaches to territory design, territory coverage planning, territory expense planning, control systems, Improving territory productivity, sales programme planning, planning sales manager's own itinerary.

### **Unit 14 : Sales Organization**

Need for sales organization, developing a sales organization, centralization a sales organization, centralization Vs. decentralization in sales organization, basic types of organizational structure, developing territories, field sales organization, specialization in a field sales organization, role of the sales executive.

### **Unit 15 : Sales Forecasting and Sales Quotas**

Sales forecasting-A Quick recapitulation, managing sales forecasts, what to do when sales forecasts differ, monitoring the sales forecast, sales forecasting for new products, sales quotas-meaning and importance, why quota, how quotas are set, attributes of a good sales quota plan.

### **Unit 16 : Sales Budgeting and Control**

Purpose of the sales budget, methods of sales budgeting, preparation of sales budget, budget implementation and establishment of feedback mechanism, flexibility in budgeting, introduction and purpose of sales control, sales control system, methods of sales control, marketing cost analysis, usefulness of marketing cost analysis, usefulness of marketing cost analysis, sales management audit.

## **Block 05 Case Studies**

Unit 17:

Unit 18:

Unit 19:

Unit 20: