

Course Code	COM3MN207				
Course Title	SALES MANAGEMENT				
Type of Course	MINOR				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3		2	75
Pre-requisites					
Course Summary	This course provides a comprehensive understanding of sales management, covering topics such as the role of sales management, marketing strategy development, personal selling techniques, theories of selling, and essential personal selling skills. Students will learn the fundamentals of sales administration, including quota setting, sales team formation, and territory design, equipping them with the knowledge and skills necessary to excel in sales roles.				

**Course Outcomes (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category	Evaluation Tools used
CO1	Understand the pivotal role of sales management within an organization and its integration with marketing strategy development.	U	C	Examination Assignment Quiz
CO2	Acquire comprehensive knowledge of personal selling techniques, including prospecting, lead generation, and effective sales presentation methods.	An	P	Examination Assignment
CO3	Develop essential personal selling skills such as negotiation, communication, and effective follow-up strategies across various	Ap	P	Case analysis Assignment

	communication channels.			
CO4	Gain proficiency in sales administration by mastering quota setting, sales team formation, and territory design to optimize sales efforts and enhance organizational performance.	Ap	P	Project Marketing Game
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

#### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>		<b>UNDERSTANDING SERVICES</b>	<b>8</b>
		1.1 Role of Sales Management in Organisation 1.2 Marketing Strategy Development and Sales Management 1.3 Personal Selling and Salesmanship – Objectives & Importance of Personal Selling 1.4 Types of Selling 1.5 Qualities of Winning Sales Professionals – Physical, Mental, Social and Character Traits	
<b>II</b>		<b>THEORIES OF SELLING AND PERSONAL SELLING PROCESS</b>	<b>14</b>
		2.1 AIDA – Buying Formula Theory – Behavioural Equation Theory 2.2 Personal Selling Process – Prospecting – Objectives, Sources & Methods – Lead Generation, Getting Appointment 2.3 Pre-Approach – Sales Planning, Customer Need Discovery & Analysis – Approach – Sales Presentation / Demonstration 2.4 Handling Objections – Closing the Sale 2.5 Follow Up After Sales	
<b>III</b>		<b>PERSONAL SELLING SKILLS</b>	<b>10</b>
		3.1 Negotiation – Communication – Listening Skills 3.2 Presentation & Demonstration Skills 3.3 Body Language – Space, Moments, Eye Contacts & Postures 3.4 Follow-up Calls – Writing Effective Sales Letters, E-Mail, SMS	
<b>IV</b>		<b>SALES ADMINISTRATION</b>	<b>13</b>

	15	4.1 Objectives & Types of Quotas 4.2 Quota Setting Procedure 4.2 Administering the Quota System – Sales Team Formation 4.3 Designing Sales Territories & Allocating Sales Efforts to Sales Territories	
<b>V</b>		<b>OPEN ENDED MODULE</b>	<b>30</b>
		1. Analyze real-world case studies of successful and unsuccessful sales management strategies. Discuss lessons learned and best practices. 2. Conduct role-playing exercises where students take on different roles within a sales organization (sales manager, sales representative, client, etc.). This helps students understand various perspectives and challenges in sales management.	

## References

1. William L. Cron, Thomas E. Decarlo, Sales Management: Concepts and Cases, 10<sup>th</sup> ed, Wiley.
2. Stanton, Buskirk and Spiro: Management of a Sales Force, Irwin Publishers.
3. Pradip Mallik, Sales Management, Oxford University Press.
4. Charles Futrell: ABC's of Selling, Irwin Publishers.
5. Anderson, Hair and Bush: Professional Sales Management, McGraw Hill International editions.