

GC-CRS2 SALES MANAGEMENT

Learning Objectives:

The course aims to achieve following objectives

1. Discuss the sales, sales management and related concepts.
2. Explain the structure and objectives of a sales organisation

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

SECTION A

Unit 1 -Sales Management: Objectives and Functions, Setting up a sales organization, Personal Selling, Scope and Importance of Salesmanship, Designing Sales Force, Strategies and Structures, Selling Process and goals of Sales Management, Functions and qualities of Sales Manager

Unit II - Theories of Selling: AIDAS, Right Set of circumstances, Buying formula theory. Sale forecasting, Territory Management, Sales Budget, Sales Quota. Procedure of Sales Quota Setting, Sales and Cost Analysis, Sales Territory Management.

Unit III - Distribution Management, Design of Distribution Channel, Channel Conflict, Co-operation & Competition

Unit IV – Marketing systems: Vertical marketing system, Horizontal Marketing system, Designing Customer Oriented Marketing Channels: Wholesaling, Retailing.

SECTION B

Unit V -Logistics Transportation, Warehousing, Inventory, Order Processing, Market Logistics Decision, SCM, Emerging Trends. Case analysis compulsory

Unit VI: Sales HRM: Introduction to Sales Human Resource Management, Recruitment, Selection, Training, Compensation Plans, Performance Appraisal of Work Force, Sales Force



Diversity, and Team based Selling Approach

Unit VII: Customer Relationship Management, Emerging issues in Sales management and Sales Analytics

Suggested Readings:

1. Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Johnson, Kurtz and Schueing, Sales Management (McGraw-Hill).
2. Rusell, F.A. Beach and Buskirk, Richard H., Selling: Principles and Practices, Salesforce, Richard D. Irwin/McGraw-Hill.
3. Still, Richard R., Cundiff, Edward W., and Govoni, Norman A.P. Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi.
4. Blattberg, Robert C and Neslin, Scott A., Sales Promotions: Concepts, Methods and Strategies. New Jersey: Prentice Hall.

