

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA						
DM 602	Sales Management	III BBA (DM) - VI Sem 2022-23				
Hours	75 (60 + 15)	L	T	P	C	
Focus	Entrepreneurship	4	1	-	4	

Course Objective
Understand and apply the Sales Management process, functions, budgeting, controlling and sales force management in various contexts.

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the sales management process, organizing and apply in general business	1, 2, 3 and 4
CO2	Understand and apply the sales skills and effectively manage the sale process in different situations	1, 2, 3, 4 and 5
CO3	Understand and prepare the sales budget and understand the sales control and apply the techniques	1, 2, 3 and 4
CO4	Understand the sales quotas and implement and evaluate quotas and apply the sales force staffing process	1, 2, 3, 4 and 5
CO5	Understand the sales force motivational factors and implement compensation programs and evaluate the same	1, 2, 3, 4 and 5

Syllabus		
Unit	Content	Hours
Unit I	Introduction to sales management: Meaning, Importance, sales organizations, qualities and responsibilities of sales manager. Types of sales organizations - Standard sales management process-international sales management	15%
Unit II	Selling skills & Selling strategies: Selling and business Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action.	20%
Unit III	Sales Budgeting - Approaches and Techniques —The Budgeting Process —Methods of Sales Budgeting - Sales Control —Purpose of Sales Control—The Sales Control System —Nature of Control —Methods of Sales Control	20%
Unit IV	Management of Sales Territory & Sales Quota: Sales territory, meaning, size, designing sales quota, procedure for sales quota. Types of sales quota, Methods of setting quota. Recruitment and selection of sales force, Training of sales force.	20%
Unit V	Sales force motivation and compensation: Nature of motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process	25%
References		
Books and Resources	<ul style="list-style-type: none"> Salesmanship Practices and Problems Paperback, by Bertrand R. Canfield Selling & Sales Management 6th Edition by David Jobber Sales Management Concepts Practices and Cases by Eugene M Sales force Management by Still, Cundiff & Govoni 	

Online Courses	<p>Course on Sales Operations and Management</p> <p>https://www.coursera.org/specializations/sales-operations#courses</p> <p>Course on Strategic Sales Management</p> <p>https://onlinecourses.nptel.ac.in/noc22_mg107/preview</p>
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Co-Curricular Activities	
A. Mandatory (<i>student training by teacher in related real time field skills: total 10 hours</i>):	
	<p>a. For Teachers: Training of students by the teacher (using actual field material) in classroom and field for a total of not less than 10 hours on techniques in Sales Management.</p> <p>b. Identification of sales practices of eCommerce operators (Ref. unit-1)</p> <p>c. Selling skills write-ups (ref. unit-2)</p> <p>d. Sales budgets analysis (ref. unit-3)</p> <p>e. Sales territory study (ref. unit-4)</p> <p>f. Survey of motivational factors (ref. Unit 5)</p>
	2. For Student: Each student has to visit at least one business organization and study sales management practices followed there. Each student has to observe the trends in the business in sales management in the light of technology disruptions. They shall write their observations and submit a Fieldwork/Project work report, not exceeding 10 pages, to the teacher in the given format.
	3. Max marks for Fieldwork/Project work Report: 05
	4. Suggested Format for Fieldwork/Project work (not more than 10 pages): Title page, student details, Contents, objective, step-wise work done, findings, conclusions and acknowledgements.

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • Sales practices of online marketers • Selling skills interviews • Study of sales budgets (models and examples of FMCG companies) • Sales control practices in India • Sales force compensation patterns in FMCG companies
Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Surveys • Field visits to industry • Guest lectures • Interaction with industry professionals