
Title: Sales Management
Credit Hours: 3

Code: MKT 376
Year /Semester: IV/VII

48 Hours

Course Objectives:

This Course aims to enhance the knowledge, techniques and skill to organize, manage, and promote the sales in local and global market. It enables to understand the nature and objectives of the sales department to formulate the plan, policy, and strategy to expand the sales.

Unit 1 Introduction

6 Hours

Selling as Part of Marketing Concept, Meaning and Objectives of Sales Management, Sales Management Process, Role of Sales Manager as Leader of Sales Force.

Unit 2 Organization of the Sales Department

8 Hours

Nature and Objectives of the Sales Organization, Types of Sales Organizational Structures, Sales Departments Relations with Other Departments, Factors Deterring Sales Organization Structure

Unit 3 Personal Selling and Salesmanship

8 Hours

Theories of Selling Steps in Personal Selling Meaning Importance and Limitations of Salesmanship, Focus on Customer Satisfaction and Building Seller Customer Relationship, Handling Customer Objections, Negotiations

Unit 4 Buyer Behavior and Buying Process

8 Hours

Meaning of Buyer Behavior, Buyer Decision Process, Types of Buying Decision Behavior, Organizational Buying Process, Recent Developments in Organizational Buying

Unit 5 Managing the Sales Force

6 Hours

Designing the Structure and Size of Sales Force, Recruitment and Selection of Sales Force, Training Motivation, Compensation and Controlling Sales Force

Unit 6 Sales Territories and Quotas

6 Hours

Meaning and Need of Territory, Establishing Territory Reasons for Using Sales Quotas, Types of Quotas, Quota Selling Procedures, Administrrating the Quota System

Unit 7 Sales Promotion

6 Hours

Meaning and Objective of the Sales Promotion, Types of Sales Promotion Consumer Promotion, Trade Promotion, Business Promotion, Rapid Growth of Sales Promotion

Reference Books:

1. Futrell , Charles, *Fundamentals of Selling*, (6th ed.), Irwin International Homewood , Delhi
2. David Jobber and Geoff Lancaster, *Selling and Seles Management* (latest ed.), Pearson Education
3. Still.R.,Cundiff. E., Govoni.N., *Sales Management*. (5th ed.) Pearson