

Selling and Sales Management

Basic Information

Title: Selling and Sales Management

Code: MKT304

Credit Hours: 3 C.H.

Prerequisite(s): MKT201

Classification: Major Compulsory Course

Course Description

This course focuses on the study of the selling process and sales management. It covers many topics including the role of the sales force in the marketing effort, the stages and skills of the selling process, developing a sales force through proper recruiting, selecting, training, motivating, compensating, and performance appraisal. Also, sales organization, sales forecast, sales territories and quotas, sales budgets, supervision, sales analysis as well as evaluation and legal /ethical aspects in sales operations, will be emphasized.

Learning Objectives

- To acquaint students with the nature, scope, and role of the sales force in the marketing effort.
- To develop student understanding of the selling process in terms of its stages and conventional skills.
- To become aware of developing an effective sales force through recruiting, selection, training, and management.
- To familiarize students with sales planning and evaluation.
- To acquaint students with the ethical and legal considerations of the selling task.

Learning Outcomes

Upon completion of the course, students will be able to and/or have the skills necessary to:

- Comprehend the nature of the selling task and integration of its components in a way to achieve effective performance.
- Acquire the basic skills necessary to perform the selling process.
- Develop a simple selling plan for staffing the company's sales force and train it.

- Design a basic motivation, compensation system, and supervisory structure for the sales force.
- Develop a sales plan with sales territories, sales quotas, and budgets.
- A better understanding of the ethical and legal considerations for managing the sales force.

Course Outline

Module/Topic
<p><u>Module 01: Introduction to Sales Force Management</u></p> <p>Introduction Objectives Lesson 01: Introduction to Sales Management Lesson 02: Sales Management Career Path Lesson 03: Personal Selling Lesson 04: Business to Business (B2B) Sales Summary Assessment</p>
<p><u>Module 02: Organizing and Staffing for a Sales Force</u></p> <p>Introduction Objectives Lesson 01: Organizing the Sales Force Lesson 02: Recruitment of Applicants Lesson 03: Selection of Applicants Lesson 04: Hiring & Socializing of New Salespeople Summary Assessment</p>
<p><u>Module 03: Leading and Training a Sales Force Operation</u></p> <p>Introduction Objectives Lesson 01: Reinforcing and Training Sales People Lesson 02: Motivating Sales People Lesson 03: Compensation of a Sales Force Lesson 04: Leadership and Supervision Summary Assessment</p>
<p><u>Module 04: Sales Planning</u></p> <p>Introduction Objectives Lesson 01: Sales Force Quotas & Expenses Lesson 02: Forecasting in all sales management Lesson 03: Budgeting of sales management Lesson 04: Sales Territories Summary</p>

Module/Topic
Assessment
<p><u>Module 05: Evaluating Sales Performance</u></p> <p>Introduction</p> <p>Objectives</p> <p>Lesson 01: Sales' Volume Analysis</p> <p>Lesson 02: Marketing Cost & Profitability Analysis</p> <p>Lesson 03: Cutting Sales Costs, Not Revenues- Marketing Cost & Profitability Analysis</p> <p>Lesson 04: Evaluating Salespeople's Performance</p> <p>Summary</p> <p>Assessment</p>
<p><u>Module 06: Different Considerations & Grey Areas in Sales Management</u></p> <p>Introduction</p> <p>Objectives</p> <p>Lesson 01: Sales Management & Globalization</p> <p>Lesson 02: Ethical Perspective in Sales Management</p> <p>Lesson 03: Motivational Challenges & Tips in Sales Force Management</p> <p>Lesson 04: Challenges in Sales Force Leadership</p> <p>Summary</p> <p>Assessment</p>

*Delivery mode of each module/topic will be determined by instructor and could differ from one semester to the other.