

Sales Force Management

Suggestive Coverage:

Part I: Sales Perspective & Understanding

1. Changes In sales & selling function & its relevance in today's competitive scenario
2. Nature & Role of Selling in marketing

Part II: Sales Organisation

- Sales Organization and its evaluation
- Job and role of Sales Management in Organizations
- The Selling functions, role of selling in marketing, the importance of systems selling in contemporary environment
- Selling of services as opposed to selling of tangible products selling process.

Part III: Sales Strategies

- Sales Management Planning
- Sales Forecasting
- Sales Budgeting
- Sales quotas & Planning
- Salesforce Evaluation & Control

Part IV: Sales Techniques

- Personal Selling skills and negotiation
- Key Account Management
- Direct Marketing
- Influence of IT applications and Internet on selling Techniques
- Sales Territory Management

Part V: Sales Management

- **Sales Recruitment**
- Sales Training & Development
- Sales Compensation & Control
- Leading salesforce & Motivation

Part VI: Sales Promotion Management

- 1 Nature and importance of sales promotion, its role in marketing
- 2 Forms of sales promotions- Consumer oriented sales promotion; trade oriented sales promotion & Sales force-oriented sales promotion.
- 3 Public relations-Meaning, features, growing importance, role in marketing, similarities in publicity and public relations, Major tools of Public Relations

Suggestive Text Books:

1	Text Books	Sales management – Still, Cundiff & Govani Prentice Hall India
		Professional Sales Management – Anderson, Hair & Bush Tata McGraw Hill
		Management of sales force – Stanton & Spiro McGraw Hill International
		Jobber, Jamieson et Lancaster (2011), Sales Force Management, Edinburgh Business School http://www.ebsglobal.net/es/documents/course-tasters/english/pdf/h17sf-bk-taster.pdf
2	Reference Books	Sales Management – Futrell 6th edition Thomson South western
		Cracking the Sales Management Code – Jason Jordan The Accidental Sales Manager – Chris Lytle

		<p>What your CEO needs to know about Sales Compensation – Connecting the Corner Office to the Front Line – Mark Donnolo</p> <p>Spin Selling – Neil Rackham</p> <p>Building a winning sales management team: The Force Behind the Sales Force – Zoltners, Sinha and Lorimer</p>
3	Web Sites	http://www.inc.com/sales
		http://www.eyesonsales.com/
		http://www.sellingpower.com/
		http://www.salesandmarketing.com/
		www.top10salesarticles.com
4	Research Papers	<p>Saleter and Olson (2000), Strategy type and Performance: the influence of sales force management, Strategic Management Journal</p> <p>http://www.researchgate.net/profile/Eric_Olson4/publication/40964069_Strategy_type_and_performance_the_influence_of_sales_force_management/links/0fcfd5080726229229000000.pdf</p>