



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

Programme Name: PGDM
Name of the Course: Sales Force Management

Term: IV

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Sameer Apte

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Learning Objectives:

- 1) To understand sales function, process & its compete Management to become successful Sales Manager
- 2) To understand sales planning coordination and its people function to successfully carry out all sales management activities to achieve maximum growth & profit for its company

Reference Books:

- 1) Sales Management – Still, Cundiff & Govoni
- 2) Sales Management – Douglas Dalrymple, William Cron, Thomas E. Decarlo
- 3) You Can Sell – Shiv Khera



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Session No	Topics to be covered	Books referred/ Recommended/ References-	Learning outcomes	Evaluation of Students
1	Introduction to Selling & Sales Mgmt.	Sales Management – Richard Still, Edward Cundiff , Normon Govoni Examples from Industry You tube videos	<ul style="list-style-type: none"> • Introduce Sales as Concept • Sales vs Marketing • Defining Sales Management • Sales Management Process 	Class Participation
2	Understanding Personal Selling	Sales Management – Richard Still, Edward Cundiff , Normon Govoni Examples from Industry You tube videos	<ul style="list-style-type: none"> • Theories and Elements of Personal Selling • AIDAS theory of Selling • Personal selling objectives • Sales Forecasting Methods 	Class Participation
3	Organising the Sales Effort	Sales Management – Richard Still, Edward Cundiff , Normon Govoni Examples from Industry You tube videos	<ul style="list-style-type: none"> • Effective Sales Manager • Functions of a Sales Manager • Line org and Staff Org , Matrix org and functional org • Sales - Relations with other departments 	Class Participation
4	Case Study Presentations Assignment Personnel Management in selling field	Internal Assessment – Case Studies from Still and Cundiff Book	<ul style="list-style-type: none"> • Internal Assessment – Case Study Presentations • Personnel Management in Selling Field 	Class Presentation
5	Case Study Presentations Assignment Sales Personnel Management	Internal Assessment – Case Studies from Still and Cundiff Book	<ul style="list-style-type: none"> • Recruiting Sales Personnel • Selecting Sales Personnel • Sales Training Programs • Executing and Evaluating the Sales trainings 	Class Presentation



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6	Sales Personnel Management	Sales Management – Richard Still, Edward Cundiff , Normon Govoni Examples from Industry	<ul style="list-style-type: none"> • Motivating Sales Personnel • Compensating Sales Personnel • Managing Expenses • Sales Meetings and contests 	Class Participation
7	Controlling the Sales Efforts	Sales Management – Richard Still, Edward Cundiff , Normon Govoni Examples from Industry	<ul style="list-style-type: none"> • Sales Budget • Quotas 	Class Participation
8	Controlling the sales Efforts	Sales Management – Richard Still, Edward Cundiff , Normon Govoni Examples from Industry	<ul style="list-style-type: none"> • Sales Territories • Sales Control and Cost Analysis 	Class Participation
9	Class Presentations	Industry Best Practice Examples Internal Assessment	<ul style="list-style-type: none"> • Individual Presentations on Industry Example of Sales Management Techniques : Best Industry Practices 	Class Presentation
10	Class Presentations	Industry Best Practice Examples Internal Assessment	<ul style="list-style-type: none"> • Individual Presentations on Industry Example of Sales Management Techniques : Best Industry Practices 	Class Presentation

2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Group Discussion	Sales Management		



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2	Business Quiz / Business News sharing	Sales Organisation examples	Understanding the theories and the application of the sales management techniques	
3	Videos / Simulation	Sales Planning and forecasting		
4	Case Study Discussions	Sales Personnel Planning		
5	Industry Best Practices Sharing	Sales Force Management		



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Evaluation:

I) Internal:

Component	Details	Marks
Case Study Presentation	Case Study Presentation	15
Class Presentation	Class Presentation – Industry Example	15
Class Participation	Participation and Interactions in the class	5
Attendance	Class Attendance	5

Signature of Faculty

Signature of the Co-ordinator