



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Programme Name: MMS / PGDM: MMS

Name of the Course: Sales Management

Maximum marks: 100

No. of Sessions: 13

Name of the Faculty: Mr. Mahesh M Bhanushali

Mobile No: 8237102541

Email: mbhanushali@vpmthane.org

Weblink:-

Learning Objectives:

- 1) To make student understand the importance of Personal Selling in businesses, Industrial Products**
- 2) To make student basic concepts and principles of Sales Management**
- 3) To understand basic negotiation skills, questioning skills and Need identification**
- 4) To develop the decision making skills and sales forecasting techniques**
- 5) To motivate and manage sales force effectively**

Reference Books:

- 1) Futrell, Charles M: Fundamentals of Selling : Customers for Life Through Service
- 2) David A Rich: Contagious Selling, Mc Graw hill publications
- 3) Reilly, Steve: Negotiating with Tough Customers
- 4) Weiss, Donald H: What To say and How To Say It : Practical Tips for Effective Workplace Communication
- 5) Sales and Distribution Management , S L Gupta, Excel Books India



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to Sales Management, Importance of Conviction in Sales, Why Connect is important? Types of Sales force	Futrell, Charles M: Fundamentals of Selling (Page 3-15) Activity of Selling water bottle	Understand the basic concepts and learn how to apply the same Familiarising the student with the sales management function	Activity of Dice, Discussions and Question answers
2	Selling Benefits than features, Experiential Selling Sales Organisation Structures, both B2B, B2C	Sales and Distribution Management , S L Gupta, Excel Books India Activity of Selling Pen	Deeper understanding about sales organisations across sectors.	Quiz
3	Selling skills; Negotiation skills for services sales as against physical good sales	Reilly, Steve: Negotiating with Tough Customers Role Play of Sales Personnel negotiating with distributor of consumer durable	The students will develop an appreciation of negotiations & sales of services and physical goods	Role Play on Negotiations, Discussions and Question answers
4	Sales process – sales approach,	Futrell, Charles M: Fundamentals of Selling :	Understand the Sales Process, Familiarizing	Quiz



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

	demonstration & closure, Personal selling, Applications of AIDA Model in sales	Customers for Life Through Service	the students with techniques of sales process	
5	Territory and time management, route planning, scheduling customer visits. Manpower planning- Recruitment, Selection, Training and development of sales personnel.	Sales and Distribution Management , S L Gupta, Excel Books India	Identify right atti- tude and skills for sales force. Developing an un- derstanding of Territory Management.	Discussions
6	Preparing Quote, Planning & fore- casting techniques	Sales and Distribution Management , S L Gupta, Excel Books India	Learn tools & tech- niques to set sales targets	Short Test on preparing quote
7	Sales Administration -Devising sales compensation, incentives, fixed and variable components of compensation, Non –monetary incentives. Performance evaluation of salesmen, setting standards of performance, recording actual performance,	Sales and Distribution Management , S L Gupta, Excel Books India	The student will learn how to motivated sales team and how compensation is linked to sales force perfor- mance	Discussions
8	Writing Tenders	www.tenderdetail.com > printing and writing paper tenders	Understand how to write tenders and how to sell to government organizations	Activity of Downloading tenders and writing Quiz



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

9	Sales force management during different phases which includes motivation during bad times (positive reinforcement), planning sales contests.	Futrell, Charles M: Fundamentals of Selling (Page 3-15) Activity of Selling water bottle	Developing skills to effectively manage sales force.	Quiz
10	Field sales control - Sales reporting system which includes weekly, monthly, quarterly reports	Practical Learning from own sales report Conference call on sales report	Understanding the relationships between the present sales & future plans of the organization as well as an Appreciation of costs.	Discussions
11	Sales audit, managing outstanding.	Sales and Distribution Management , S L Gupta, Excel Books India	How to prepare for sales audit by principle	Question Answers
12	Importance of Distribution and Logistics Management in relation to Sales Management, Understanding lead time and delivery schedule etc.	Sales and Distribution Management , S L Gupta, Excel Books India	Learning to calculate delivery schedules.	Discussions
13	Introduction to Distribution Evaluation, Designing Distribution	Sales and Distribution Management , S L Gupta, Excel Books India	Understand basic concepts of distribution and factors affecting	Discussions



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

channel	Activity of designing distribution channel of Purified Water		
---------	--	--	--

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

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Case Study on Kinetic Honda and Hero honda	<u>Distribution Management</u>	<u>Importance of Processes</u>	<u>ICMR Case studies</u>
2	Role Plays	<u>Negotiations</u>	<u>Negotiation Skills</u>	Reilly, Steve: Negotiating with Tough Customers
3	Group Discussions	Selling benefits	To understand the principles of selling	NA
4	Videos / Simulation	Conviction and Connect	To understand the importance of conviction and connect in selling	Na
5	Use of Softwares and Labs	POS	Point of selling	Inventoria software

Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Class Test Surprise	20
Presentation	Group Wise Presentations on selected topics	10
Case Study		
Participation	Interactions and timely completing assignments	5



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Others	Punctuality	5
--------	-------------	---

Signature of Faculty

Signature of the Co-ordinator