

SALES MANAGEMENT



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Description

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II YEAR – III SEMESTER

COURSE CODE: 7MBA3EF

ELECTIVE COURSE – MARKETING-SALES MANAGEMENT

Unit I

Selling and Marketing concept – theories of selling – New business Vs. serving business – Consumer goods selling – Industrial selling – International selling – Retail selling – Classification of sales people – Characteristics of sales people – personal selling; Objectives, Policies, Strategies under competitive settings – Evaluation of personal selling Vis-à-vis other components of promotional mix.

Unit II

Selling process: Prospecting: Steps – Preapproach: Objectives, Sources – The Approach: Objectives, methods – The Presentation: strategies, developing, situational selling and showmanship – Handling objections: Attitude, Strategy, Methods, Types of Objections, Specific situations – Closing: tactics, methods – follow up.

Unit III

Sales Organisation: Types, sales potential – Determining the sales force profile – product market analysis – Determining the sales force size – Territory management: Accounts and sales potential, salesperson workload – designing territories, reasons and procedures and assigning to sales persons – routing – time management.

Unit IV

Sales force management: Recruitment and selection: Job analysis, manpower planning, job specification and Job description, sources of Sales recruits, problems in screening and

selecting the application – Sales targets: Quantitative & Qualitative methods. Training: Planning sales force training methods, content, execution, training the dealer salespersons and evaluating the training programmes – Leadership and supervision.

Unit V

Compensation: Objectives, remuneration methods, incentives – Motivating the sales force – Sales meetings and Sales contests. Evaluation and Control: Performance Appraisal – Sales budget – Sales Quotes – Systems approach – Sales Management audit – Behaviourally anchored rating scale – ROI – Sales analysis: sales related, cost related, activity related – Determinants of sales person performance.

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