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Description

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SALES & DISTRIBUTION MANAGEMENT

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Importance and Scope, Selling, Salesmanship, Selling Process, Selling Skills

Unit-2 Sales Organisation and Territory Management- Importance of Sales Organisation, Types of Sales Organisation, Roles, Responsibilities of Sales Manager, Sales Forecasting and Budgeting, Territory Management, Sales Quotas, Sales Displays and Sales Promotion

Unit-3 Sales Force Management- Meaning, Importance of Sales Force, Recruitment, Selection of Sales Force, Training, Compensation, motivation, Performance Education and Controlling of Sales Force

Unit-4 Distribution Management- Introduction to Indian Distribution System, Factors in Designing Strategic Distribution System, Logistics, Managing Physical Distribution System

Unit-5 Management of Channels of Distribution - Meaning and Importance of Channel Members, Designing Channel Strategies, Management of Whole selling, Management of Retailing, Horizontal and vertical Marketing System