Course : Sales Management
Course Code : MKT507
Credit House: 03
Course Week: 16 – 18
Total Hours : 48 – 54
Semester : 5th
Total Marks : 100

Week 1
- General overview about sales management.
- History of sales Management.
- Selling and marketing

Week 2
- The nature of personal selling.
- Changes in selling.
- Role of personal selling in marketing.

Week 3
- Task of sales manager.
- Sales management & change.
- Sales management & entrepreneur.
- Rewards of sales management.

Week 4
- Field sales manager.
- Field sales manager activities.
- Qualification for field sales manager.
- Sales management training & development.

Week 5
- Advantages of sales careers.
- Sales opportunities for women & minorities.
- Career preparation & development.

Week 6
- The nature & importance of sales planning.
- Sales management planning process.

Week 7
- What is sales budgeting.
- Types of budgets.
- Basic types of sales organization.

Week 8
- Developing a sales organization.
- Basic types of sales organization.

Week 9
- Analyzing sales persons needs.
- Source of sales recruits.

Week 10
- Defining territory management.
- Scope of territory management.
- Sales territory design.

Week 11
- Training & sales persons career cycle.

Week 12
- Reasons for training sales people.
- Training techniques.

Week 13
- Sales management leadership role.
- Individual leadership skills.

Week 14
- Criteria for sound compensation plan.
- Level of compensation.
- Dangers of overpay & underpay.
- Methods of compensation

Week 15
- Sales control process.
- Sales analysis.
- Sales audit.

Week 16
- Assignments.
- Case studies.

Text Book: Sales management
By(Evgene M.Johnson, David L.Kurtz, Eberhard E.Scheving