

Course Outline

**Department of Marketing, International Business, and
Entrepreneurship
School of Business and Economics**

**MKTG 4400-3
Professional Sales Management (3,0,0)**

Calendar Description

Students prepare for the role of an effective sales manager in today's hyper-competitive global economy by integrating current technology, research, and strategic planning activities. Topics include the role of the sales manager; buying and selling processes; customer relationship management; organizing the sales force; sales forecasting and budgeting; selecting, training, compensating, and motivating the salesperson; and evaluating salesperson performance.

Educational Objectives/Outcomes

Upon completing this course, students will be able to:

1. Explain how sales management fits into the changing environment.
2. Describe customer relationship management.
3. Assess selling as a career choice.
4. Illustrate how to effectively organize a sales force.
5. Forecast sales and prepare sales budgets.
6. Evaluate salespeople's performance.
7. Develop motivation strategies for the sales force.
8. Understand the characteristics of effective salespeople.
9. Explain how to recruit and select salespeople.
10. Apply different sales training methods and techniques.
11. Prepare a compensation plan for a sales force.

Prerequisites

MKTG 3450

Co-requisites

None

Texts/Materials

Student Evaluation

Quizzes	0-10%
Participation/attendance	0-10%
Case studies/research Projects/assignments	0- 20%
Major project	20-40%
Final exam	0-30%

Midterm and final exams must not make up more than 70% of evaluation and group work must not make up more than 50%.

Course Topics

1. Introduction to Sales management
 - Changing customer needs
 - Sales management in the 21st Century
 - Sales and marketing planning
 - What is involved in sales management?
 - How environmental factors impact sales success?
2. The Process of Selling and Buying
 - Differences between business buying and consumer buying
 - Stages in the selling process
 - Organizational buying decision process
 - Selling as a career
 - Selling activities and responsibilities
 - Selling jobs
3. Linking Strategies and the Sales Role in CRM
 - What is customer relationship management?
 - Importance of market orientation
 - Process of strategy development
 - Personal selling's role in marketing strategy
 - Personal selling's role in the communication mix
4. Organizing the Sales Effort
 - Organizing the sales force
 - Importance of the sales organization decision
 - Purpose of the sales organization
 - Horizontal structure of the sales force
 - Organizing to service key accounts
 - Vertical structure of the sales organization
5. Information Management, Sales Forecasting and Budgeting

- Putting information technology into perspective
 - Using Information in managerial decision making
 - Introduction to market opportunity Analysis
 - Methods of Sales Forecasting
 - Choosing a forecasting method
 - Developing territory estimates
 - Purposes and characteristics of sales Quotas
 - Setting quotas
 - Determining sales force size
 - Designing sales territories
 - Sales analysis
6. Salesperson Performance
- Changing role of sellers
 - Understanding salesperson performance
 - Rewards and satisfaction
 - Salesperson's role
 - Stages in the salesperson's role
7. Motivating the Salesforce
- Motivators
 - Psychological processes
 - Motivational model
 - Career stages and motivation
 - Impact of environment and organization variable on motivation
8. Personal Characteristics and Sales Aptitude for Selecting Salespeople
- War for talent
 - Are good salespeople born or made?
 - Characteristics of successful salespeople
 - Job-specific determinants of good sales performance
9. Sales Force Recruitment and Selection
- Real value of hiring good salespeople
 - Recruitment and selection issues
 - Who is responsible for recruiting?
 - Job analysis and determination of selection criteria
 - Recruiting
 - Selection procedures
10. Sales Training, Objectives, Techniques and Evaluation
- Issues in sales training
 - Objectives of sales training
 - Development of sales training programs
 - Training new sales recruits
 - Training experience salespeople

- Sales training methods
- Measuring the costs and benefits of sales training

11. Salesperson Compensation and Incentives

- Characteristics of great sales compensation plans
- Straight salary
- Straight commission
- Combination plans
- Sales contests
- Non-financial rewards
- Expense accounts
- Deciding the most appropriate mix and level of compensation

12. Evaluating Sales Person Performance

- Performance versus effectiveness
- Objective measures
- Subjective measures
- Feedback in performance evaluation

Optional Topics

- Cost analysis
- Law and selling
- International selling

Methods for Prior Learning Assessment and Recognition

As per TRU policy

Attendance Requirements – Include if different from TRU Policy

As per TRU policy

Special Course Activities – Optional

Use of Technology – Optional