



Course Outline

Marketing and International Business
School of Business & Economics
MKTG 4400 - **3.00** - Academic
Professional Sales Management

Rationale

Learning outcomes, Student evaluation, Course Topics

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.

Credits/Hours

Course Has Variable Hours: No

Credits: 3.00

Lecture Hours: 3.00

Seminar Hours: 0

Lab Hours: 0

Other Hours: 0

Clarify:

Total Hours: 3.00

Delivery Methods: (Face to Face)

Impact on Courses/Programs/Departments: No change

Repeat Types: A - Once for credit (default)

Grading Methods: (S - Academic, Career Tech, UPrep)

Educational Objectives/Outcomes

1. Evaluate how sales management fits into the changing environment.
2. Justify the use of customer relationship management.
3. Assess selling as a career choice.
4. Illustrate how to effectively organize a sales force.
5. Construct a sales forecast and prepare sales budgets.
6. Review salespeople's performance.

7. Develop motivation strategies for the sales force.
8. Appraise the characteristics of effective salespeople.
9. Prepare a recruiting and selection plan for hiring salespeople.
10. Evaluate and apply different sales training methods and techniques.
11. Prepare a compensation plan for a sales force.

Prerequisites

MKTG 3450-Professional Selling
MKTG 3450-Professional Selling or
equivalent with a minimum C-

Co-Requisites

Recommended Requisites

Exclusion Requisites

BBUS 4400-Professional Sales Management

Texts/Materials

Textbooks

1. **Required** M. Johnston and G. Marshall. *Sales Force Management, Leadership, Innovation, Technology*, 12 ed. Routledge, 2016

Student Evaluation

The Course grade is based on the following course evaluations.

Quizzes 0-10%

Participation/attendance 0-10%

Case studies/research/project/assignments 0-20%

Major project 20-40% Final

exam 20-40%

Term tests and the final exam must not make up more than 70 percent of evaluation and group work must not make up more than 50 percent.

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 (Optional)

- 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 (Optional)
- Performance versus effectiveness
 - Objective measures
 - Subjective measures
 - Feedback in performance evaluation

Additional Optional Topics

- Cost analysis
- Law and selling
- International selling

Methods for Prior Learning Assessment and Recognition

As per TRU Policy

Last Action Taken

Implement by Submission Preview Subcommittee Chair Joanne (Retired) Moores