

SALES MANAGEMENT

Course Syllabus

1. General Information

Course name: Sales Management

Course code: MAR

Number of credits: 2

Faculty: Marketing

Instructors:

1. Nguyen Viet Dung, email: dungnv@ptit.edu.vn, mobile phone: 0936319698

2. Nguyen Thi Phuong Dung, email: dungntp@ptit.edu.vn, mobile phone:
0914061182

2. Objectives

The purpose of this course is to introduce students the nature and role of selling and sales management. This course provides the tools to help students can apply environmental analysis, sales techniques, sales forecasting and budgeting and sales control.

3. Abstract

The course will introduce the nature and role of selling and sales management, sales strategies and how these relate to marketing planning form the basis. Environmental and managerial forces acting upon sales and the basics of sales technique are discussed. This course also considers issues related to the management of the salesforce and how sales activities are organized; sales forecasting and budgeting; the salesforce evaluation process. Finally, measures of sales performance are considered, including quantitative and qualitative measures.

4. Teaching and learning methods

Lectures: 24h

In class discussion & practice: 6h

Individual reading:

5. Prerequisites

Principles of marketing

6. Learning Outcomes

On completion of this course, students will be able to:

1. Understand the nature and role of selling and sales management.

2. Be aware of the environmental and managerial forces acting upon sales.
3. Understand and apply sales techniques.
4. Understand and apply issues related to the management of the salesforce.
5. Understand and apply tools to sales control.

7. Assessment Criteria

Learning outcomes <i>On successful completion of this unit a student will:</i>	Assessment criteria for pass <i>The student can:</i>
LO1 Understand the nature and role of selling and sales management.	<ul style="list-style-type: none"> - Understand the implications of production, sales and marketing orientation. - Know where selling fits into the marketing mix. - Identify the responsibilities of sales management. - Recognize the role of selling as a career. - Understand and appreciate the differences between sales and marketing strategies. - Differentiate between objectives, strategies and tactics
LO2 Be aware of the environmental and managerial forces acting upon sales.	<ul style="list-style-type: none"> - Understand the different motivations of consumer and organizational buyers. - Formulate strategies for approaching consumer and organizational buyers. - Recognize the importance of relationship management. - Understand the forces that impact on selling and sales management. - Be aware of implications of selling and the internet. - Appreciate how legal controls affect sales activities. - Appreciate ethical issues in sales.
LO3 Understand and apply sales technique.	<ul style="list-style-type: none"> - Define the role of the Sales responsibilities and preparation. - Describe the personal selling skills. - Understand the Key account management. - Interpret the Relationship selling and direct marketing. - Internet and IT applications in selling and sales management
LO4 Understand and apply issues related to the management of the salesforce.	<ul style="list-style-type: none"> - Apply interview and selection procedures in the context of recruiting salespeople. - Understand and apply certain motivation theories in the context of selling. - Organize suitable sales training programs and evaluate their usefulness.

Learning outcomes <i>On successful completion of this unit a student will:</i>	Assessment criteria for pass <i>The student can:</i>
	<ul style="list-style-type: none"> - Compute the numbers of salespeople needed for different selling situations. - Understand the factors to be considered when developing sales territories. - Strike a balance between various sales compensation plans. - Establish priorities in relation to customers, travelling time and evolving call patterns.
LO5 Understand and apply tools to sales control.	<ul style="list-style-type: none"> - Recognize the position of sales forecasting in the marketing planning system. - Understand qualitative and quantitative forecasting techniques. - Comprehend how the sales budget is derived and its purpose. - Understand the salesforce evaluation process. - Know how standards of performance are set in order that sales can be achieved. - Set qualitative and quantitative measures of performance.

8. Outlines

Chapter 1. Sales perspective

1.1. Development and role of selling in marketing

1.2. Sales strategies

Chapter 2. Sales environment

2.1. Consumer and organizational buyer behavior

2.2. Sales settings

2.3. International selling

2.4. Law and ethical issues

Chapter 3. Sales technique

3.1. Sales responsibilities and preparation

3.2. Personal selling skills

3.3. Key account management

3.4. Relationship selling

3.5. Direct marketing

3.6. Internet and IT applications in selling and sales management

Chapter 4. Sales Force

4.1. Recruitment and selection

4.2. Motivation and training

4.3. Organization and compensation

Chapter 5. Sales control

5.1. Sales forecasting and budgeting

5.2. Salesforce evaluation

9. Required Textbooks

[1] David Jobber, Geoffrey Lancaster, Kenneth Le Meunier-Fitzhugh (2019) Selling and sales Management, 11th edition

10. Suggested Textbooks

[2] Ingram et al (2019) Sales Management: Analysis and Decision Making, 10th Edition, Routledge

11. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
1	Chapter 1. Sales perspective	<ul style="list-style-type: none">• Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria• Nature and role of selling• Characteristics of modern selling• Success factors for professional salespeople• Types of selling• Image of selling• The nature and role of sales management• The marketing concept• Implementing the marketing concept• Relationship between sales and marketing <p><u>Activity</u></p> <ul style="list-style-type: none">- Discussing the Relationship between sales and marketing	Before class: <ul style="list-style-type: none">• Reading the course's syllabus• Reading [1], Part 1, pp. 1-46

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
2	Chapter 1. Sales perspective (cont.)	<ul style="list-style-type: none"> • Sales and marketing planning • The planning process • Establishing marketing plans • The place of selling in the marketing plan <u>Activity</u> - Discussing The place of selling in the marketing plan	Before class: <ul style="list-style-type: none"> • Reading [1], Part 1, pp. 47-74
3	Chapter 2. Sales environment	<ul style="list-style-type: none"> • Consumer and organizational buyer behavior • Developments in purchasing practice • Relationship management • Environmental and managerial forces that impact on sales • Sales channels • Industrial/commercial/public authority selling • Selling for resale • Selling services • Sales promotions • Exhibitions • Public relations 	Before class: <ul style="list-style-type: none"> • Reading [1], Part 2, pp. 75-151
4	Chapter 2. Sales environment (Cont.)	<ul style="list-style-type: none"> • Economic aspects • International selling at company level • Cultural factors in international selling • Organization for international selling • Pricing • The contract • Terms and conditions • Terms of trade • Business practices and legal controls • Ethical issues <u>Activity</u> - Discussing the Sales environment	Before class: <ul style="list-style-type: none"> • Reading [1], Part 2, pp. 152-216

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
5	Chapter 3. Sales technique	<ul style="list-style-type: none"> • Sales responsibilities and preparation <ul style="list-style-type: none"> + Sales responsibilities + Preparation • Personal selling skills <ul style="list-style-type: none"> + The opening + Need and problem identification + The presentation and demonstration + Dealing with objections + Negotiation + Closing the sale + Follow-up <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the Personal selling skills 	Before class: <ul style="list-style-type: none"> • Reading [1], Part 3, pp. 219-268
6	Chapter 3. Sales technique (cont.)	<ul style="list-style-type: none"> • Key account management • Relationship selling <ul style="list-style-type: none"> + From total quality management to customer care + From JIT to relationship marketing + Reverse marketing + From relationship marketing to relationship selling + Tactics of relationship selling <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the Relationship selling 	Before class: <ul style="list-style-type: none"> • Reading [1], Part 3, pp. 269-315
7	Chapter 3. Sales technique (cont.)	<ul style="list-style-type: none"> • Direct marketing <ul style="list-style-type: none"> + What is direct marketing? + Database marketing + Managing a direct marketing campaign • Internet and IT applications in selling and sales management <ul style="list-style-type: none"> + The changing nature of the salesforce + Electronic commerce and electronic procurement + Using technology to support sales activities + Using technology to improve sales management + Social media and selling 	Before class: <ul style="list-style-type: none"> • Reading [1], Part 3, pp. 316-370

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<u>Activity</u> - Discussing the Internet and IT applications	
8	Middle exam Group Assignment Coaching	<ul style="list-style-type: none"> • Middle exam • Answer students' questions related to the group assignment 	After class: <ul style="list-style-type: none"> • Formulating the students' groups for the group assignment • Reading the requirements of the group assignment
9	Chapter 4. Sales Force	<ul style="list-style-type: none"> • Recruitment and selection <ul style="list-style-type: none"> + The importance of selection + Preparation of the job description and specification + Identification of sources of recruitment and methods of communication + Designing an effective application form and preparing a shortlist + The interview + Supplementary selection aids <u>Activity</u> - Discussing the Preparation of the job description and specification	Before class: <ul style="list-style-type: none"> • Reading [1], Part 4, pp. 371-390 After class: <ul style="list-style-type: none"> • Group prepare project (cont.)
10	Chapter 4. Sales Force (cont.)	<ul style="list-style-type: none"> • Motivation and training <ul style="list-style-type: none"> + Motivation + Leadership + Training • Organization and compensation <ul style="list-style-type: none"> + Organizational structure + Determining the number of salespeople + Establishing sales territories + Compensation <u>Activity</u> - Discussing the compensation - Answer students' questions related to the group assignment	Before class: <ul style="list-style-type: none"> • Reading [1], Part 4, pp. 391-436 After class: <ul style="list-style-type: none"> • Group prepare project (cont.)

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
11	Chapter 5. Sales control	<ul style="list-style-type: none"> • Sales forecasting and budgeting <ul style="list-style-type: none"> + Purpose + Planning + Levels of forecasting + Qualitative techniques + Quantitative techniques + Budgeting – purposes + Budget determination + The sales budget + Budget allocation <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the Planning - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading [1], Part 5, pp. 437-471 <p>After class:</p> <ul style="list-style-type: none"> • Group prepare project (cont.)
12	Chapter 5. Sales control (cont.)	<ul style="list-style-type: none"> • Salesforce evaluation <ul style="list-style-type: none"> + The salesforce evaluation process + The purpose of evaluation + Setting standards of performance + Gathering information + Measures of performance + Appraisal interviewing <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing other considerations in collecting quantitative data - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading [1], Part 5, pp. 472-486 <p>After class:</p> <ul style="list-style-type: none"> • Group prepare project (cont.)
13	Oral presentations of group assignment	<ul style="list-style-type: none"> • Oral presentation of project by groups of students • Q&A on each project • Each oral presentation must not be longer than 10 minutes 	<p>Before class:</p> <ul style="list-style-type: none"> • Submitting project report • Preparing and submitting slides for oral presentation
14	Feedback on the group Assignment	<ul style="list-style-type: none"> • Give comments on the group assignment 	
15	General review and discussion	<ul style="list-style-type: none"> • Give a general review of the course's contents and discussion 	

12. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation/ In class activities

Punctual and regular attendance is a minimum expectation for this course. In class students are encourage to speak and discuss. The students must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 8th slot, students will take the midterm exam in about 60 minutes.

Group Assignment

This assignment encourages students to apply knowledge and develop planning skills in sales management.

Student groups will choose or be assigned of a real firm/business. A group (4-5 members) will formulate a plan of sales for the given firm of business.

As a result of the group project, each group must deliver a report and present it. The oral presentation of each group about 10- 15 minutes.

Final exam

The final exam consists of from three to four essay questions that might be related to any topic in the course.