



QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

Course Name	Sales Management
Course Code	MKT507
Semester	Fifth
Credit Hours	03
Total Weeks	16/18
Total Hours	48/54
Total Marks	100
Pre-requisite	None

Course Objectives

There are two primary purposes for the Sales Management course:

- To gain a solid understanding of professional B2B sales including its planning and staffing, structure, and evaluation
- To understand how to manage and motivate a professional B2B sales force from the perspectives of a sales manager (authority) and a marketing manager (influence)

Grading Criteria

Distribution	Weight
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

Recommended Books

- Sales management By Evgene M. Johnson, David L. Kurtz, Eberhard E. Scheving

WEEK WISE BREAKDOWN

Week	Description
1	<ul style="list-style-type: none"> ◇ General overview about sales management. ◇ History of sales Management. ◇ Selling and marketing
2	<ul style="list-style-type: none"> ◇ The nature of personal selling. ◇ Changes in selling. ◇ Role of personal selling in marketing.
3	<ul style="list-style-type: none"> ◇ Task of sales manager. ◇ Sales management & change. ◇ Sales management & entrepreneur. ◇ Rewards of sales management.
4	<ul style="list-style-type: none"> ◇ Field sales manager. ◇ Field sales manager activities ◇ Qualification for field sales manager. ◇ Sales management training & development.
5	<ul style="list-style-type: none"> ◇ Advantages of sales careers ◇ Sales opportunities for women & minorities. ◇ Career preparation & development.
6	<ul style="list-style-type: none"> ◇ The nature & importance of sales planning. ◇ Sales management planning process.
7	<ul style="list-style-type: none"> ◇ What is sales budgeting ◇ Types of budgets. ◇ Basic types of sales organization.
8	<ul style="list-style-type: none"> ◇ Developing a sales organization ◇ Basic types of sales organization
	Two Assignments + Two Test Mid Term Exam
9	<ul style="list-style-type: none"> ◇ Analyzing sales person's needs. ◇ Source of sales recruits
10	<ul style="list-style-type: none"> ◇ Defining territory management. ◇ Scope of territory management. ◇ Sales territory design.
11	<ul style="list-style-type: none"> ◇ Training & sales person's career cycle. ◇ Reasons for training sales people. ◇ Training techniques.
12	<ul style="list-style-type: none"> ◇ Sales management leadership role. ◇ Individual leadership skills.
13	<ul style="list-style-type: none"> ◇ Criteria for sound compensation plan. ◇ Level of compensation. ◇ Dangers of overpay & underpay. ◇ Methods of compensation
14	<ul style="list-style-type: none"> ◇ Sales evaluation principle. ◇ Difficulties of evaluation ◇ Information sources for evaluation.

15	<ul style="list-style-type: none"> ◇ Sales control process. ◇ Sales analysis. ◇ Sales audit
16	<ul style="list-style-type: none"> ◇ Assignments. ◇ Case studies
	Two Assignments + Two Test+ Presentation
	Final Term

Learning Outcomes:

- Develop a plan for organizing, staffing and training a sales force.
- Know the distinction between the skills required for selling and sales management.
- Identify the key factors in establishing and maintaining high morale in the sales force.
- Develop an effective sales compensation plan.
- Evaluate the performance of a sales person.
- Organize sales territories to maximize selling effectiveness.
- Evaluate sales and sales management strategies in relation to current legal and ethical standards of practice.