

MBA II Year	MBA-E301/401		Semester-III/IV		
	Sales Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	03	40

OBJECTIVE: The purpose of this paper is to acquaint the students with the concepts, which are helpful in developing sound sales, distributions policy and in organizing, managing sales forces and marketing channels.

- Sales Executive as a Coordinator, Sales Management & Control, Sales Control. Formal & Informal, Theories of Selling. AIDA, Behavioral Equation, Prospecting, Sales Resistance, Closing Sales, Selling Personal Objectives. Types of Personal Setting Objectives, Analysing Marketing Potential, Sales Potential, Sales Forecasting & Its Method.
(7 hours)
- Formulating Personal Selling Strategy. Competitive Selling & Personal Selling Strategy, Personal Selling Objectives & Personal Selling Strategy, Determining the Kind of Sales Personnel, Determining the Size of Sales Force, Individualizing Selling Strategies to Customers.
(8 hours)
- Recruitment Selection & training of Sales Personnel. Organization for Recruiting, Selecting and Training, Sources of Sales Force Recruits, The recruiting effort. Pre Interview Screening: Formal Application Form, The Interview, References, Credit Checks, Psychological Tests, Physical Examination, Building Sales Training Programs, Defining Training Aims, Deciding Training Contents, Selecting Training Methods. **Case Study 1:** One life, one chance: Cordlife Sciences India Pvt. Ltd. Preserving the precious gift. (9 hours)
- Compensation Sales Personnel . Requirements of a Good Sales Compensation Plan, Devising a Sales Compensation Plan, Types of Compensation Plan, Fringe Benefits, Incentives, Subsidies. (7 hours)
- Controlling Sales Personnel . Standards of Performance, Relation of Performance, Standard to Personal Selling Objectives, Recording Actual Performance, Evaluating Actual Performance with Standards, Taking Action . The Dynamic Phase of Control, Controlling Sales Personnel through Supervision. **Case Study 2:** Managing word of mouth: the referral incentive programme that backfired
(9 hours)

SUGGESTED READINGS:

1. Charles, F. (2000). *Selling*. New Delhi: AITBS.
2. Chunawalla, S.A. (2016). *Sales Management*. New Delhi: Himalaya Publishing House Pvt. Ltd.
3. Cundiff & Govani. (2017). *Sales Management. Decisions, Strategies & Cases*. New Delhi: PHI.
4. Ingram, T.H., Laforge, R.W. (2015). *Sales Management: Analysis and Decision Making*. US: Routledge.
5. Johnston, M.W., & Marshall, G.W. (2013). *Sales Force Management: Leadership, Innovation, Technology*. US: Routledge.
6. Ramachandran. (2010). *Field Sales Management*. New Delhi: Allied Publication.
7. Tracy, B. (2015). *Sales Management*. US: Amacom.
8. Dalrymple, D. J. (1995). *Sales Management: Concepts and Cases*. New York: John Wiley.
9. Jobber, D. (2008). *Selling and sales management (7th ed.)*. New Delhi: Pearson.
10. **Case Study 1:** <https://www.emeraldinsight.com/doi/full/10.1108/20450621211284660>
11. **Case Study 2:** <https://www.emeraldinsight.com/doi/full/10.1108/20450621111110519>

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

MBA II Year	MBA- E302/402	Semester-III/IV
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