

## **FACULTY OF MANAGEMENT STUDIES (FMS)**

### **SHORT-TERM CAPSULE CERTIFICATE COURSE IN “SALES MANAGEMENT”**

**Gurukula Kangri Vishwavidyalaya** was founded on **March 4, 1902** by **Swami Shraddhananda Ji** with the sole aim to revive the ancient Indian Gurukula system of education by imparting education in the areas of Vedic literature, Indian philosophy, Indian culture, modern sciences and research. FMS, Gurukula Kangri Vishwavidyalaya, Haridwar is among the best teaching, research and consulting institutions. The Faculty has established itself as a world-class teaching and research institution and is involved in consulting and training programmes for the industry.

FMS, Gurukula Kangri Vishwavidyalaya, Haridwar provides the ideal setting and background conducive to learning where a student is a treasured asset. The combination of our Vedic heritage, wisdom and management skills has a lot to contribute to the development of the 21<sup>st</sup> century sales force, which is a key to the success of any organization.

Sales is a high-pressure job, but it can be highly rewarding. Certification can get you noticed by hiring managers and give you an edge over others looking for the same positions. There are still plenty of employers that accept some combination of work experience and/or certification in lieu of a degree. Employers look for candidates who are highly productive and have the drive to increase company profits. A certification helps prove that one is willing to go above and beyond to achieve goals. This is why FMS has come up with this short-term certificate course in “Sales Management”.

#### **PROGRAMME HIGHLIGHTS:**

- Rigorous teaching using varied pedagogies viz. classroom teaching using case studies, role plays, e-learning etc.
- The coverage of the programme includes selling skills, knowledge of different distribution channels, customer interaction, basic grooming and knowledge of the communication skills
- Opportunities for students to interact with Senior Executives of the Industry.
- Well-equipped classroom infrastructure for academic and practical learning.
- On successful completion of the programme, the students can be absorbed in different sectors.

#### **PROGRAMME STRUCTURE:**

The programme structure is as follows:

- **Two days (Friday and Saturday) a week.**
- **Schedule: 03 hrs per day.**
- **07weeks Course.**

#### **COURSE FEES:**

The applicants have to pay the FMS, GKV an amount of Rs. 4,000/= (Rupees Four Thousand Only).

#### **ELIGIBILITY CRITERIA:**

- Intermediate (10+2) in any discipline.

<b>Short Term Certificate</b>	<b>STC-02</b>		<b>Two days (Friday and Saturday) a week.</b>		
	<b>SALES MANAGEMENT</b>		<b>03 Hrs Per Day</b>		
Time Allotted for Final Examination (FE)	Marks Allotted for Internal Assessment	Marks Allotted for Final Examination (FE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30	70	100	06	42

## SALES MANAGEMENT

**LEARNING OBJECTIVES:** The course ensures that the applicants will be well equipped in Selling Skills, Team Building, Team Management and Communication Skills pertaining to the job responsibility.

**MODULE 1 (WEEK1): INTRODUCTION TO MARKETING AND SALES MANAGEMENT:** Nature and scope of marketing, marketing environment, critical role of marketing in organization/society, marketing planning and research, sales management, personal selling and salesmanship.

**Key Readings:**

Charles, F. C. (2013). *Fundamental of Selling*. New Delhi, India: AITBS.

Chunawalla, S. A. (2014). *Sales Management*. New Delhi, India: Himalaya Publishing House Pvt.Ltd.

Gupta,B.C. ( 2020).*Personal Selling and Salesmanship*. New Delhi: Scholar Tech Press.

Kotler, T.P., Armstrong, G.&Agnihotri, P. (2018). *Principles of Marketing*. Noida: PearsonEducation.

**MODULE 2 (WEEK 2): DISTRIBUTIVE NETWORK MANAGEMENT:** Vertical marketing systems, organizing and implementing marketing in the organization, distributions-channels, channel selection, channel management, distributive network changes and maintaining relations, digital marketing.

**Key Readings:**

Kotler, P. (2017). *Marketing 4.0: Moving from Traditional to Digital*. New Delhi: Wiley.

Ramachandran. (2010). *Field Sales Management*. New Delhi: India : Allied Publication.

Still, R., Cundiff , E. W., Govani, N. A., & Puri. (2017). *Sales and Distribution Management*. New Delhi: Pearson Education.

**MODULE 3 (WEEK3): PLANNING, EXECUTING AND EVALUATING SALES TRAINING PROGRAMMES:** Building sales training programmes, defining and deciding training aims and contents, selecting training methods, philosophies of sales training, organization for sales training and evaluating sales training programmes.

**Key Readings:**

Ingram, T. H., & Laforge, R. W. (2015). *Sales Management: Analysis and Decision Making*. NY, US: Routledge.

Tracy, B. (2015). *Sales Management*. US: Amacom.

**MODULE 4 (WEEK4): CONTROLLING SALES PERSONNEL:** 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.

**Key Readings:**

Johnston, M. W., & Marshall, G. W. (2013). *Sales Force Management: Leadership, Innovation, Technology*. NY, US: Routledge.

Rao, V. T. (2015). *Performance Management: Toward Organizational Excellence*. New Delhi: Sage Response.

**MODULE 5 (WEEK5): TEAM BUILDING, TEAM MANAGEMENT AND MOTIVATIONAL TECHNIQUES:** Importance of teams in organizations, stages of team development, building high performing teams, group decision making, concept of need gratification and motivation, motivational theories, leadership and influence process.

**Key Readings:**

Robbins, S. P. (2016). *Organizational Behaviour*. New Delhi, India: Pearson Education.

Slater, R. (2010). *Team Management (Collins Business Secrets)*. UK: HarperCollins Business

**MODULE 6 (WEEK6): COMMUNICATION AND NEGOTIATION SKILLS:** Importance of communication for sales personnel, presentation skills, art of successful negotiation. writing a business report, business etiquette.

**Key Readings:**

Fisher, R. & Ury, W. (2012). *Getting to Yes: Negotiating an agreement without giving in*. New Delhi: RHUK Publishing.

Lesikar, R. V., Flatley, M. E., Rentz, K., & Pande, N. (2009). *Business Communication: Making Connections in a Digital World; 11th Edition*. New Delhi, India: Tata McGraw.Hill.

Mehra, K.S. (2012). *Business Etiquette: A Guide For The Indian Professional*. New York: Harper Collins.

**MODULE 7 (WEEK7): FITNESS AND HABITS OF A SALES PERSON:** Role of yoga and meditation in maintaining fitness, and cultivating good habits in a sales person, ground level experiences and simulations.

**Key Readings:**

Covey, S. R. (2013). *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*. NY, USA: RosettaBooks.

Osho (2014). *Body Mind Balancing: Using Your Mind to Heal Your Body*. UK: St. Martin's Griffin.

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