



ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Faculty of Management

B.A/B.Sc./B.Com

Semester- III

Subject- Sales And Sales Force Management

Paper – Multi-Disciplinary Course - Level 2

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Understand the concepts, objectives, functions, scope, and importance of sales and sales force management in business organizations.	U,
CO 2	Explain the processes of recruitment, selection, training, motivation, compensation, and performance evaluation of sales personnel.	R,
CO 3	Analyze sales organization structures, sales quotas, and sales forecasting methods used in sales management	An
CO4	Apply sales planning, sales control, and sales budgeting techniques for improving organizational performance	App
CO5	Develop customer relationship management skills and effective selling practices in business situations.	App ,S
CO6	Evaluate sales strategies and ethical practices for enhancing sales force efficiency and achieving organizational goals.	E

Credit and Marking Scheme

	Credits	Marks	Total Marks
		External	
Theory	3	100	100

Evaluation Scheme

	Marks
	External
Theory	1 External Exams (At the End of Semester)





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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 45 Hrs.

Maximum Marks: 100

Units	Topics	No. of Lecture
I	Introduction to Sales and Sales Management: Ancient Indian Trade and Sales Practices - Overview of sales and customer relationship principles from traditional Indian business systems and Kautilya's Arthashastra. Nature and Scope of Sales Management, Objectives and Functions of Sales Management, Qualities and Responsibilities of a Sales Manager, Theories of Selling: AIDAS Theory, Right Set of Circumstances Theory, Buying Formula Theory. Sales Careers and Ethics: Roles and responsibilities of modern sales professionals and ethical/legal issues in selling Activity : Sales Personality Assessment: Ask students to identify and discuss the qualities of an effective salesperson and sales manager through role-play or case examples of successful sales professionals.	10
II	Sales Planning, Forecasting and Budgeting: Sales Planning and Sales Objectives, SMART Strategic, Tactical and Operational Sales Goals, Sales Forecasting: Quantitative and Qualitative Methods, Sales Budgeting and Allocation of Resources. Activity : Sales Forecast Challenge: Divide students into groups and provide past sales data of a product/service. Ask them to estimate future sales and justify their forecasting approach	10
III	Organizing and Staffing the Sales Force: Sales Organisation Structure: Geographic Product, Customer and Market-based structures. Recruitment & Selection: Identifying essential competencies, sourcing, screening, and interviewing to hire the right sales personnel. Training & Development: Designing sales training programs, Product Knowledge and Skill Development Programs. Activity : Mock Recruitment Exercise: Conduct a simulated recruitment process where students prepare job descriptions, interview questions, and select candidates for sales positions	10



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IV	Directing, Motivating and Compensating the Sales Force: Sales Leadership: Leadership styles, supervision and management of sales teams. Motivation: Reward systems, incentives, sales contests and meetings. Sales Quotas: Purpose, types and quota administration. Channel Management: Channel flows, channel conflicts and coordination with intermediaries Activity: Sales Team Motivation Design: Students design a reward and incentive plan for a sales team including quotas, incentives, and recognition strategies	10
V	Performance Evaluation and Sales Technology: Performance Evaluation of Sales Force, Qualitative and Quantitative Evaluation Methods, Sales and Cost Analysis, Sales Volume, Marketing Expenses and Profitability Analysis. Sales Technology: Introduction to Customer Relationship Management (CRM), Sales Automation and Digital Selling Tools Activity: CRM Demonstration and Sales Analysis: Students analyze a sample customer database or sales report and discuss how CRM tools can improve customer relationships and sales performance.	10

REFERENCE:

- Johnston, Mark W. & Marshall, Greg W. Sales Force Management: Leadership, Innovation, Technology. Routledge / McGraw-Hill Education. Still, Richard R.; Cundiff, Edward W. & Govoni, Norman A. P. Sales Management: Decisions, Strategies and Cases. Pearson Education.
- Chunawalla, S. A. Sales and Distribution Management. Himalaya Publishing House
- Tanner, John F. Jr.; Honeycutt, Mary Anne & Erffmeyer, Robert C. Sales Management. Pearson Education.
- Anderson, Rolph E.; Hair, Joseph F. Jr. & Bush, Alan J. Professional Sales Management. McGraw-Hill Education.
- Panda, Tapan K. & Sahadev, Sunil. Sales and Distribution Management. Oxford University Press.
- Jobber, David & Lancaster, Geoffrey. Selling and Sales Management. Pearson Education.
- Stanton, William J. & Spiro, Rosann L. Management of a Sales Force. McGraw-Hill Education.
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