

Sault College of Applied Arts and Technology sault ste. marie

Course Outline

SALES MANAGEMENT

MKT 303-4

revised SEPTEMBER 1981 - Jack Boushear

SALES MANAGEMENT
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SUBJECT MATTER:

WEEK 1	The Sales Manager's Concepts
WEEK 2	Integrating sales management with other marketing and Management functions
WEEK 3	The Planning Process, Market Research and the Sales Manager's Input
WEEK 4	Building the Tactical Operational Plan: Sales MHO and MIS
WEEK 5	Organizing the Sales Forces and the Sales Function
WEEK 6	Self-Management & Span of Management Control
WEEK 7	Sales Management Communications
WEEK 8	Recruiting Sales Reps and Staff
WEEK 9	Selecting the Best Candidates
WEEK 10	Sales Training Methodologies
WEEK 11	Compensating & Motivating Sales Force
WEEK 12	On-The-Job Coaching and Evaluation
WEEK 13	Quotas and Performance Appraisals
WEEK 14	Profitable Opportunities in Sales Management
WEEK 15	Psychology of Effective Sales Force Leadership

OBJECTIVE:

This course is designed to give a comprehensive coverage of the tasks of a sales manager as an organizer, administrator and decision maker.

STUDENT GOALS:

1. To develop an understanding of the knowledge, skills and techniques used in sales management.
2. To recognize the key role that sales management plays in the organization.
3. To understand that good sales management is a combination of art and science.

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TEXT:

Managing The Sales Function - Thomas F. Stroh -
McGraw Hill Book Company, New York, New York

METHOD:

The Case Study Method - a simulation of real business problem solving.

Lectures - a development of theoretical management models.

Discussion - an opportunity to reflect on individual personalities and to develop a management style.

STUDENT EVALUATION:

TESTS	-	October 5, 1981	15%
		November 9, 19 81	25%
		December 14, 1981	40%
CASE STUDY	-	Due October 9, 1981	<u>20%</u>
ALL MARKS WILL BE AVERAGED	-		100%

Re-write: There will be one re-write only for each test. Re-write will be at the discretion of the instructor based on attitude and effort,

MAKE-UP PERIOD:

An additional period is provided at the end of the semester to allow conscientious students who learn at a slightly slower pace to salvage their year. It is my intention to assign a make-up project to deserving students to be completed during the Christmas break. The adequate and timely submission of the project will be necessary to qualify for a make-up examination.

FINAL GRADE

A - 85 - 100%

B - 70 - 84%

C - 55 - 69%

I - Less than 55% but good attitude and participation.