

0 Sault College of-Applied Arts and Technology sault ste. marie

Course Outline

SALES MANAGEMENT

MKT 303-4

revised September 1982

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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 MBQ and MIS
- Week 5 Organizing the sales forces and the sales function
- Week 6 Self-management and 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 and 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 useful in sales management.
2. To recognize the key role that sales manager plays in the organization.
3. To understand that good sales management is a combination of art and science.

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:

There will be two tests and a case study of approximately equal value. The specific times will be announced later.

FINAL GRADE

A	85% - 100%
B	70% - 84%
C	55% - 69%
I	Incomplete

IMPORTANT;

In order to successfully complete the course, a student must achieve an overall grade of 55%, based on the three tests written during the semester.

If a student does not achieve an overall grade of 55%, or if a student is not successful in two or more of the term tests, the student will be assessed an Incomplete. In this event, the instructor may, based on the attitude and participation of the student, allow the student to write a supplemental test at the end of the semester based on work covered throughout the semester. Arrangments will be made on an individual basis. A final grade of "C" will be assigned to any student who successfully completes the supplemental test.

There will not be any rewrites held during the semester.

If a student is not able to write a test because of illness or a legitimate emergency, that student must submit a medical certificate or Contact the instructor prior to the holding of the test. present an acceptable explanation for the absence. In all other cases, the student will be assessed an Incomplete for that test.

ABOVE ALL, REMEMBER, IF A STUDENT WORKS DILIGENTLY THROUGHOUT THE SEMESTER, HE OR SHE SHOULD NOT ANTICIPATE ANY PROBLEMS IN SUCCESSFULLY COMPLETING THE COURSE.