

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: SALES MANAGEMENT

CODE NO MKT303 **SEMESTER:** FOUR

PROGRAM; FINANCE & SALES MANAGEMENT/ADVERTISING MGMT

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PREVIOUS OUTLINE DATED: JANUARY, 1989

New

Revision:

X

APPROVED



DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

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DATE

SALES MANAGEMENT

MKT303

COURSE NAME

COURSE CODE

PHILOSOPHY/GOALS ;

This course will emphasize a conceptual understanding of the Sales Management function. Subject areas will include: the manager's role in marketing, evaluating the salesperson, administering territories, meeting quotas, forecasting, planning and controlling sales. Case studies will complement the above topics. The focus of this course will be to learn how to apply the principles of management to all business situations through the sales force. Many of the principles learned in business policy will apply to this course.

METHOD OF ASSESSMENT

Three tests @ 3U% each 60%
best marks 90%
A Case Study (due April 25) @ 30%
Case 7-1, pages 247-249

NOTE: This case must be completed and submitted on time.
Late submission will result in a 10% reduction in the grade per day.

Attendance/Participation 10%

All tests must be written. Students who are absent from a test must provide an acceptable explanation and documentation. Students who miss a test without explanation or documentation will be assigned a mark of zero for that test and all marks will be averaged rather than taking the best three tests out of four.

TESTS AND EVALUATION INSTRUMENTS

Since marketing is a communication subject, some of your tests could be in essay format. You will be expected to present your essay material in a grammatically intact form. You will be permitted to have a dictionary with you during tests.

CASE ANALYSIS

The case analysis should be completed by answering the questions at the conclusion of the case rather than the full formal case analysis format. These questions should be answered in detail and supported with rationale found in this or other textbooks. This case should be double-spaced and typewritten.

GRM>ING

A+ (9U-100%)	Consistently Outstanding
A (80- 89%)	Outstanding Achievement
B (70- 79%)	Consistently Above Average Achievement
C (55- 69%)	Satisfactory or Acceptable Achievement
R (under 55%)	Repeat. The objectives of the course have not been achieved and the course must be repeated.

TEXTBOOK(S) :

Professional Sales Management (with cases), Rolph E- Anderson, Joseph F. Hair, Jr., & Bush, Random House

TIME FRAME FOR COURSE MATERIAL

Subject to change, the following is the proposed weekly schedule which will be included in the instructions. They are not necessarily the only subjects taught, but rather the major areas to be covered and are presented to indicate the overall general direction of the course. Specific learning objectives are included in the textbook at the beginning of each chapter.

WEEK	TOPIC	CHAPTER
1,2	Professional Sales Management	1
3,4	Integrating Sales and Marketing	2
5	Organizing the Sales Force	6
	TEST	
6,7	Recruiting & Selecting the Sales Force	7
8	Training the Sales Force	8
9	Sales Forecasting & Planning	9
	TEST	
10	Time and Territory Management	10
11	Compensating the Sales Force	11
12	Motivating & Leading the Sales Force	12
13,14	Measuring & Evaluating Sales Force Performance	14
15	Review	
	TEST	

STUDENT GOALS

The student will be expected to acquire the knowledge and skills of the following topics to the extent indicated under the sections "Method of Assessment", "Tests and Evaluation Instruments" and "Grading"•

1. The scope and evolution of sales management.
2. The responsibilities of sales management -
3. Criticisms of sales managers,
4. Marketing vs Sales Orientation.
5. The development path for sales managers and the implications of managerial incompetence•
6. The Early Identification of Management Talent model-
7. The characteristics which determine managerial style and develop managerial interpersonal effectiveness.
8. The integration of sales management with marketing management.
9. The role of field marketing versus headquarters marketing.
10. The evolution of marketing.
11. Traditional and universal marketing functions and strategic planning.
12. The need for organizational structure and design.
13. Mechanistic versus organic structures.
14. The basic types of organizational structure.
15. Formal versus informal organizational structure.
16. The evolution of sales departments.
17. The characteristics of a sound sales organization.
18. Calculating the appropriate sales force size.
19. Sales management positions.
20. The nature of recruiting and selection and the various types of sales positions available.

21. The process of recruiting and selection.
22. The importance of training.
23. The evolution of sales training programs.
24. The assignment of sales training responsibility.
25. Designing and implementing the sales training program.
26. The benefits of sales training programs.
27. Continuous training, retraining and executive training.
28. The impact and importance of accurate sales forecasting -
29. The sales forecasting and planning process.
30. The causes of unsuccessful planning.
31. The role of marketing research in the planning process.
32. Factors influencing sales volume.
33. Techniques of forecasting sales (overview coverage).
34. The sales budget.
35. The reasons for setting up territories.
36. The procedure for setting up territories.
37. Revising territories.
38. Time management for the salesperson and the sales manager.
39. The various types of compensation plans.
40. The effectiveness of compensation plans.
41. Why salespeople are dissatisfied with compensation plans.
42. How to develop an effective compensation plan.
43. The impact of changing market conditions of the compensation plan.
44. Compensating sales managers.
45. Expense accounts and fringe benefits.

46. The importance of motivation.
47. The theories of motivation.
48. Motivational tools.
49. Meetings.
50. Promotional opportunities.
51. Leadership and leadership theories and leadership types
52. The basics of transactional analysis•
53. Improving communications.
54. Measuring and controlling sales force performance.
55. Sales force evaluation methodology.
56. The sales audit.