

**Bachelor of Vocation (B.Voc)**

Semester: III

Branch: Sales & Marketing Management

Subject Name: Sales Management

Subject Code: 1132204

Teaching and Examination Scheme:

| Teaching Scheme | | | Credits | Examination Marks | | | | Total Marks |
|-----------------|---|---|---------|-------------------|--------------|---------|-----------|-------------|
| L | T | P | | C | Theory Marks | | Practical | |
| | | | ESE (E) | | PA(M) | ESE (V) | PA (I) | |
| 3 | 0 | 0 | 3 | 50 | 0 | 0 | 0 | 50 |

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Content:

| Sr. No. | Content | Hrs. |
|---------|--|-----------|
| 1 | Introduction to sales management: Meaning, Evaluation and Importance of Sales Management. Personal Selling, Emerging Trends in Sales Management, elementary study of sales organizations, qualities and responsibilities of sales manager. Types of sales organizations. | 9 |
| 2 | Selling skills & selling strategies: Selling and buying Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action. | 9 |
| 3 | Sales force motivation and compensation: Nature of motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process. | 12 |
| 4 | Sales Manager and Sales Person: Role of sales manager and sales people; functions of sales manager, functions of sales person, types and characteristics of sales manager and sales people-Time management for sales manager and sales person. | 12 |
| | Total | 42 |

Reference Books:

Sales & Retail Management, an Indian perspective by Dr.S.L Gupta, 1/e, Excel Books,2007.
Salesmanship and Sales Management-P.K Sahu & K C Raut, 3/e, Vikas PublishingHouse3.
Sales Management-Douglas J Dalrymple, William L Crowe-John Wiley & Co.

Course Outcomes:

After learning the course the students should be able to:

1. Understand the apply the selling techniques in an organisation.
2. Develop a plan for organising, staffing & training sales force.
3. Organise sales territories to maximize selling effectiveness.
4. Evaluate sales management strategies.