



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**

**GENERIC ELECTIVE III SEMESTER**

**GEMPG302 SALES MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
GEMPG302	GE	Sales Management	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; GE – Generic Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

The objective of this course is to expose the students to various aspects of sales and provides with the knowledge and skills necessary to enable them to perform adequately in the area of sales.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Provide an understanding of the concepts, attitudes, techniques and approaches required for effective decision making in the areas of Sales.
2. Develop skills critical for generating, evaluating and handling sales team in effective ways.

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**COURSE CONTENT**

**UNIT I: Introduction**

1. Overview of Sales management.
2. The personal selling processes.
3. Buyer seller dyad and personal selling situations.

**UNIT II: Theories of Sales Management**

1. Theories of selling- AIDAS Theory, “Right set of circumstances” Theory “Buying Formula” Theory and Behavioral Equation Theory of selling.
2. Functions of Sales Person
3. Qualities of Effective Sales Executive

**UNIT III: Planning and Organizing Sales and Sales Force**

1. Sales Planning
2. Sales Forecasting
3. Sales Budgeting
4. Recruitment and selection of Sales person

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**UNIT IV: Organization and Management of Sales Force**

1. Purpose of Sales Organization
2. Setting up of Sales Organization
3. Types of sales Organization Structure
4. Centralization Versus Decentralization in Sales force Management

**UNIT V: Controlling the Sales Effort**

1. Concept of Sales Territory & Sales Quotas
2. Assignment of Sales personnel to territories
3. Importance of customer feedback by Sales personnel

**Suggested Readings**

1. Gupta, S L. (2010). *Sales and Distribution Management*. New Delhi: Excel Books, Latest edition.
2. Cron, Willam L (2010). *Sales Management: Concepts and Cases*. India: Wiley, Latest edition.
3. Havaladar, K. (2009). *Sales & Distribution Management*. New Delhi: TMH.
4. Stanton, S. (2008). *Management of a Sales Force*. New Delhi: McGraw-Hill.
5. Jeff, T. (2010). *Sales Management*. New Delhi: Pearson publishing, Latest Edition.
6. Cundiff, E and Richard, R (2010). *Sales Management Decisions: Strategies and Cases*. New Delhi: Pearson publishing.
7. Cundiff, E., Edward, W and Govni, A. P (2010). *Sales Management - Decisions, Strategy and Cases*. New Delhi: Prentice Hall of India, Latest edition.
8. Thomas, Watuba (2007). *Sales Management-Texts and Cases*, New Delhi: Business Publication.

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