

B.C.M-02 SALES MANAGEMENT

Objective: Techniques of Sales Management

Unit 1: Sales Planning and Policies

- a) Sales Planning: Planning process, setting objectives sales forecasting, sales programme planning, territorial coverage planning, sales budget; territory wise, and customer wise, fixation of sales quota.
- b) Sales policies: Importance, objects and formulation, trade marks and Brands, samples and packaging, distributing policies.

Unit II: Distribution Channel

Meaning and importance, Selection of Distribution channel, Marketing Middlemen-Functions and types, Wholesaling- Types and services, Retailing- Services and types of Retailers.

Unit III: Sales Force Organisation and Management

Functions and responsibilities of sales Manager, Organising Sales Force, Remuneration and Motivation of salesman, Recruitment, Selection, Training and Supervision of Sales Force, Sales Force Management.

Unit IV: Sales Promotion and Salesmanship

Meaning and Functions of Sales Promotion, Consumer sales promotion schemes, Retail store sales Promotion schemes, Sales Promotion at salesmen's Level, Problems in sales Promotion, Sales promotion v/s Advertising, Personal selling v/s Advertising, Salesmanship and Communication Process, factors affecting Promotional Activities, Introduction of a New Product, preparation of Quotation Invoice

Unit V: Sales Reporting and Control

- a) Sales Reporting – Reports from field staff, Expense report, Debt and Dealers, collection and report for management.
- b) Sales Control – Sales analysis, marketing cost analysis and control, Performance evaluation of sales force, sales audit.

Suggested Readings:

1. Chunawalla, S.A.: Sales Management, Himalaya Publishing House Pvt. Ltd. Mumbai.
2. Ghosh, P.K.: Sales Management Himalaya Publishing House Pvt. Ltd. Mumbai.
3. Dr. C.B. Gupta and Dr. N. Rajan Nair: Marketing Management, Sultan Chand.
4. V.S. Ramaswamy and S.Namakumari: Marketing Management Planning, Implementation & Control, Macmillan India Ltd.
5. Sherlekar, S.K.: Marketing and Salesmanship, Himalaya Pub.
6. Grief E.C.: Modern Salesmanship Prentice hall of India.
7. Anderson R.: Professional Sales Management, Prentice Hall of India.
8. Anand M.M.: Marketing, Delhi University Press, Still.
9. Cuhdiff and Covani: Sales Management and Decisions, pin, New Delhi.