



Diploma in Marketing (880) – Sales Management




Prerequisites: Knowledge of business organisation	Corequisites: A pass or higher in Certificate in Business Studies or equivalence.
<p>Aim: Candidates will learn how to be successful sales managers, select sales professionals, build unity and trust in a sales team, interview successfully, train sales professionals, set performance standards, and conduct performance evaluations. Candidates also learn how to deal with problems like organizing, forecasting, planning, communicating, evaluating, and controlling sales. The course is an overview of the role of the sales manager, both at headquarters and in the field. The course covers managing salespeople, as well as person selling, resources, and the functions of marketing. Problems such as organizing, forecasting, planning, communicating, evaluating, and controlling sales are analysed. Finally, a variety of techniques and pertinent concepts of behavioural science are applied to the management of the sales effort and sales force. Management of sales resources, activities and personnel is needed to identify customer needs and wants for products and services. This course analyses sales opportunities through new product or service development, product strategies, and product mix. It covers the relationship of sales to the overall organisation development plan including advertising, production, and distribution.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The course requires a combination of lectures, demonstrations and discussions.	
<p>Intended Learning Outcomes:</p> <p>1 Understand the nature, rewards, and responsibilities of sales management</p> <p>2 Understand the social, ethical, and legal responsibilities of sales personnel</p> <p>3 Understand the importance of building relationships through strategic planning</p> <p>4 Define a market-driven sales organisation</p>	<p>Assessment Criteria:</p> <p>1.1 Provide an overview of a sales manager’s job.</p> <p>1.2 Discuss the various types of sales managers and the skills required of them.</p> <p>1.3 Discuss what a new manager experiences when promoted from a sales job.</p> <p>2.1 Describe management’s social responsibilities.</p> <p>2.2 Describe what influences ethical behavior.</p> <p>2.3 Analyse management’s ethical responsibilities.</p> <p>2.4 Describe ethical dealings among salespeople, employers and customers.</p> <p>2.5 Discuss the international side of ethics.</p> <p>3.1 Describe the importance of corporate strategy.</p> <p>3.2 Describe how strategic planning differs from tactical operational planning.</p> <p>3.3 Describe the relationship between marketing and sales force strategies.</p> <p>3.4 Analyse the role of personal selling in the firm’s marketing relationship efforts.</p> <p>4.1 Illustrate the type of markets in which salespeople work.</p> <p>4.2 Analyse the major job activities of salespeople.</p>

	<p>4.3 Describe the various types of sales jobs.</p> <p>4.4 Describe why sales jobs are designed for an individual organisation's markets and customers.</p> <p>4.5 Analyse the various types of sales force organisational structures.</p> <p>4.6 Discuss how coordination and technology improve customer service.</p>
<p>5 Describe the process of forecasting market demand and sales budgets</p>	<p>5.1 Describe the importance of forecasting in a firm's marketing decision support system.</p> <p>5.2 Describe the uses and different categories of sales forecasts.</p> <p>5.3 Describe the different forecasting methods and their uses</p> <p>5.4 Describe the need for knowledge of computers</p>
<p>6 Understand why the design, size, and operation of sales territories are critical to a firm's success.</p>	<p>6.1 Define a sales territory.</p> <p>6.2 Describe who is responsible for territorial development.</p> <p>6.3 Analyse the factors to consider when designing sales territories.</p> <p>6.4 Describe the importance of reducing sales leakage.</p> <p>6.5 Describe how computers can help design territories.</p>
<p>7 Describe the importance of sales objectives and quotas</p>	<p>7.1 Describe the relationship between sales objectives and quotas.</p> <p>7.2 Describe why quotas are important.</p> <p>7.3 Describe the various types of quotas.</p> <p>7.4 Define the methods for setting quotas.</p> <p>7.5 Describe the criteria needed for a good quota plan.</p> <p>7.6 Describe the major areas for establishing objectives.</p> <p>7.7 Discuss how organisations set objectives.</p> <p>7.8 Describe the selling by objectives process.</p>
<p>8 Describe the process for planning for and recruiting successful salespeople. Illustrate why the selection, placement, and socialisation of salespeople are extremely important</p>	<p>8.1 Define what sales human resource management is and what its key relationships are.</p> <p>8.2 Explore the importance of planning for sales personnel needs.</p> <p>8.3 Define people planning and employment planning.</p> <p>8.4 Define recruitment and analyse why it is so important.</p> <p>8.5 Define the recruiting process: what it is, who does it, and where recruits are sought.</p> <p>8.6 Explore the purposes, importance, and influencing factors of selection and placement.</p> <p>8.7 List the predictors used to make selection decisions.</p> <p>8.8 Discuss the many forms of personnel selection, as well as their differences and</p>

<p>9 Understand the management of sales training and development program</p>	<p>similarities.</p> <p>9.1 Describe what sales training is and what its purposes are.</p> <p>9.2 Describe how to plan a sales training program, including conducting a needs assessment.</p> <p>9.3 Define who is involved in the staffing of a training program.</p> <p>9.4 Describe the importance of an effective evaluation system.</p> <p>9.5 Describe the connection between training and learning.</p> <p>9.6 Describe the importance of sales knowledge and how such knowledge is developed.</p> <p>9.7 Explore how the use of computer technology can make the salesperson's job easier and better customer service.</p> <p>9.8 Illustrate how persuasive communication is a fundamental aspect of sales skills development.</p> <p>9.9 Describe how the selling process as a vital tool for the salesperson and the importance of each step.</p> <p>9.10 Demonstrate that quality customer service is a necessity.</p> <p>9.11 Discuss the many sources of a leader's power and their differences.</p> <p>9.12 Describe the many facets involved in an integrative sales manager's model of leadership.</p> <p>9.13 Analyse why supervision, coaching, and counseling are important leadership activities.</p>
<p>10 Describe the process of motivating salespeople toward high performance</p>	<p>10.1 Define motivation and describe its various elements.</p> <p>10.2 Design a model for a salesperson's behavior.</p> <p>10.3 Analyse the benefits of knowing salespeople personally.</p> <p>10.4 Demonstrate that not every member of a sales force can be motivated.</p>
<p>11 Describe why compensation is so important for establishing an effective sales force.</p>	<p>11.1 Demonstrate how to design, implement, and evaluate a compensation program.</p> <p>11.2 Analyse the different types of sales force expenses and transportation.</p> <p>11.3 Design a total compensation package.</p> <p>11.4 Describe what is involved in designing a new compensation plan.</p> <p>11.5 Describe the advantages and disadvantages of the compensation plans</p>
<p>12. Describe analysis of sales and marketing costs</p>	<p>12.1 Discuss the importance of marketing and sales audits and how they differ.</p> <p>12.2 Demonstrate that misdirected marketing effort can result in a loss of sales and profit.</p> <p>12.3 Define sales analysis and what it is used</p>

<p>13 Discuss why performance appraisals are excellent methods for building a strong and effective sales program.</p>	<p>for.</p> <p>12.4 Describe the important elements involved in marketing cost analysis.</p> <p>13.1 Describe what a performance appraisal involves.</p> <p>13.2 Describe the uses of performance appraisals.</p> <p>13.3 Explore who does the evaluation and how often salespeople should be evaluated.</p> <p>13.4 Describe how performance criteria are developed.</p> <p>13.5 Analyse the importance of evaluating the evaluation system.</p>
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Recommended Learning Resources: Sales Management

<p>Text Books</p>	<ul style="list-style-type: none"> • Selling and Sales Management by David Jobber , Geoffrey Lancaster. ISBN-10: 0273695797 • Sales Management: Theory and Practice by Bill Donaldson. ISBN-10: 0333998510 • Selling and Sales Management by David Jobber , Geoffrey Lancaster. ISBN-10: 0273674153
<p>Study Manuals</p> 	<p>BCE produced study packs</p>
<p>CD ROM</p> 	<p>Power-point slides</p>
<p>Software</p> 	<p>None</p>