

COURSE OUTLINE

COURSE NAME MANAGING THE SALES FORCE

COURSE NUMBER MKTG 2220 DATE JANUARY 1995

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program

Date Prepared NOVEMBER 1994 Option

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

PREREQUISITES

MKTG 1219 Professional Sales 1

COURSE OBJECTIVES

(Upon successful completion of this course, the student will be able to:)

1. Understand the role and responsibilities of a Sales Manager with a basic overview of the sales management process, allowing the student to determine their interest in a sales management career
 2. Closely examine, identify and solve typical sales management problems relating to selection, training, supervision, motivation, leadership and performance.
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EVALUATION

Final Examination	<u>25</u>	<u>%</u>
Midterm Examination	<u>25</u>	<u>%</u>
Projects	<u>20</u>	<u>%</u>
Participation	<u>10</u>	<u>%</u>
Assignments & Quizzes	<u>20</u>	<u>%</u>
	<u>100</u>	<u>%</u>

REQUIRED TEXT(S) AND EQUIPMENT

Management of the Sales Force

By: W.J. Stanton & R.H. Buskirk & R.L. Spiro

Pub: Irwin Dorsey Ltd. 1991, 8th Edition

9th

1800 268 1478

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

ADDITIONAL MATERIALS:

Copies of related articles and text book notes will be handed out to supplement the numerous texts in the library.

COURSE SUMMARY

The role of the Sales Manager, like any manager, is to plan, direct and control. We will discuss each aspect of these management functions in detail as they relate to the responsibilities of a Sales Manager. We will also review the Sales Management processes including Sales Rep recruitment through selection, processing and interviewing to assimilation, training, supervision, motivation, leadership and performance evaluation.

COURSE OUTLINE - MKTG 2220
(continued)

Week	Material Covered	References
1	Introduction <ul style="list-style-type: none"> - Field of Sales Force Management - Strategic Sales Force Management - Sales Force Organization 	Chapters 1,2,3
2	Selecting the Sales Force(1) <ul style="list-style-type: none"> - Criteria Setting - Recruiting 	Chapters 4,5
3	Selecting the Sales Force(2) <ul style="list-style-type: none"> - Selecting - Assimilation 	Chapters 6,7
4	Sales Training <ul style="list-style-type: none"> - Developing and Conducting 	Chapter 8
5	Sales Training Personal Selling Midterm Exam Review	Appendix A
6	Midterm Exam Motivation	Chapter 9
7	Compensation	Chapters 10,11
8	Leadership and Supervision Morale	Chapters 13,14
9	Forecasting Market Demand Evaluating Performance	Chapters 15,21
10	Sales Department Budgeting Group Project Presentation (A)	Chapter 16
11	Group Project Presentation (B) Final Exam Review	
12	Final Exam	