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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME MANAGING THE SALES FORCE

COURSE NUMBER MKTG 2220 DATE JAN 1996  
SEPTEMBER 1995

Prepared by C.E. MARKETING DEPT Taught to PART TIME STUDIES

School Business Program \_\_\_\_\_

Date Prepared JANUARY 1995 *1996* 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 an overview of the Sales Management process.
2. Closely examine, identify and solve typical Sales Management problems relating to selection, training, motivation, supervision, planning and performance.

**EVALUATION**

Final Examination	<u>30</u> %	<u>30</u>
Midterm Examination	<u>30</u> %	<u>25</u>
Projects	<u>10</u> %	<u>30</u>
Participation & Case studies	<u>30</u> %	<u>15</u>

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## **REQUIRED TEXT(S) AND EQUIPMENT**

### **Management of the Sales Force**

By: Stanton/Buskirk/Spiro, 9th edition, Irwin

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## **REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

Photocopies of related articles will be handed out to supplement the reading in the text.

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## **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 - Field of Sales Force Management - Strategic Sales Force Management - Sales Force Organization	Chapters 1,2,3
2	Selecting the Sales Force (1) - Criteria Setting - Recruiting	Chapters 4,5
3	Selecting the Sales Force (2) - Selecting - Assimilation	Chapters 6,7
4	Sales Training - 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) <i>Presentations</i>	Chapter 16
11	Group Project Presentation (B) <i>Presentations</i> Final Exam Review	
12	FINAL EXAM	