

COURSE OUTLINECOURSE NAME MANAGING THE SALES FORCECOURSE NUMBER MKTG 2220DATE JANUARY 1998Prepared by Randy SingerTaught to PART TIME STUDIESSchool BusinessProgram Date Prepared JANUARY 1998Option Term ALL Hrs/Wk 3Credits 3No. of Weeks 12Total Hours 36**PREREQUISITES**

MKTG 1219 Professional Sales 1

COURSE OBJECTIVES

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

1. Discuss the role and responsibilities of a Sales Manager.
2. Identify, analyze and develop typical solutions for Sales Management problems relating to planning selection, training, motivation, supervision, compensation and performance evaluation.
3. Interview a candidate for a sales position, conduct a sales training session, and evaluate a sales presentation.

EVALUATION

Final Examination	<u>30</u> %	Assignment I - 10
Midterm Examination	<u>20</u> %	Assignment II - 15
Assignments	<u>40</u> %	Assignment III - 15
Participation	<u>10</u> %	

REQUIRED TEXT(S) AND EQUIPMENT

Management of the Sales Force

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

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

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

COURSE SUMMARY

The role of the Sales Manager, like any manager, is to plan, direct and control. Using discussion, group exercises, role play, video, lecture and guest speakers, we will explore these management functions 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.

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(continued)

WK NO / WK OF	OUTCOME / MATERIAL COVERED	Reference Reading	Assign- ment	Due Date
1 Jan 16	Introductions and Overview Field of Sales Force Management Strategic Sales Force Management	Chapter 1 Chapter 2		
2 Jan 23	Sales Force Organization Profiling and Recruiting	Chapter 3 Chapter 4		
3 Jan 30	Selecting Applicants Hiring and Socializing	Chapter 5 Chapter 6		
4 Feb 6	Conduct Interviews (Assignment II) Evaluating Performance	Chapter 19	I & II b,c	Feb 6
5 Feb 13	Estimating and Forecasting Sales Department Budgeting	Chapter 13 Chapter 14	II e	Feb. 13
6 Feb 20	Mid-Term Exam Developing and Conducting Sales Training	Chapter 7		
7 Feb 27	Leadership and Supervision	Chapter 11		
8 Mar 6	Motivating a Sales Force Sales Force Morale	Chapter 8 Chapter 12		
9 Mar 13	Sales Force Compensation Review	Chapter 9		
10 Mar 20	Sales Training Presentations		III	(as per schedule)
11 Mar 27	Sales Training Presentations		III	(as per schedule)
12 Apr 3	Final Exam			

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(continued)

Assignment Details

I. Profiling and Recruiting Sales People

Due Date: February 6, 1997

Value: 5 marks

Purpose:

This assignment gives the student an opportunity to work with fellow students to analyze and describe an outside sales position, and to create and produce an advertisement designed to recruit prospective applicants for the position.

Learning Objective:

To contribute equally with others in your group to the creation of a job description, job qualifications, and a newspaper advertisement or internet homepage, for a hypothetical outside sales position.

Guidelines:

- a) Select other students with whom you will work to complete this assignment, forming a group no larger than established by the instructor.
- b) Working with fellow group members in class-and outside of class as necessary-create a job description, job qualifications and newspaper advertisement or internet homepage for a hypothetical outside sales position chosen by your group.
- c) Submit one copy of your group's job description, job qualifications and advertisement/homepage to the instructor no later than the due date.

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Assignment Details

II. Interview a Candidate

Due Dates: As specified in 'Guidelines', below.

Value: 20 marks

Purpose:

This assignment gives the student an opportunity to plan, prepare and conduct an interview of a candidate for an outside sales position, and then to evaluate their own performance as an interviewer, and the suitability of the candidate for the position, and to play the role of a candidate for a fellow student.

Learning Objectives:

- a) To plan and prepare to interview a candidate for an outside sales position, and submit your list of prepared questions (4 marks), and
- b) To conduct the interview, and
- c) To prepare and submit a written self-evaluation of your performance as an interviewer (8 marks), and
- d) To prepare and submit a written assessment of the suitability of the candidate for the position (8 marks), and
- e) To play the role of a candidate for a fellow student.

Guidelines:

Schedule

- a) Working individually, outside of class hours, plan and prepare to conduct an interview of a candidate for your group's sales position, including development of a list of questions you could (not will) pose to the candidate. Jan 24 - Feb 5/97
- b) Conduct your interview Feb 6/97
- c) Be prepared to play the role of a candidate for a fellow student from another group, and complete and submit to the instructor feedback on the performance of the interviewer. Feb 6/97
- d) Working individually, outside of class hours, prepare the written self-evaluation of your performance as an interviewer, and complete a written assessment of the candidate. Feb 7-12/97
- e) Submit your self evaluation and written assessment to the instructor. Feb 13/97

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(continued)

Assignment Details

III Conduct a Sales Training Session

Due Date: Week 10 or 11, as determined by lottery
15 marks

Value:

Purpose:

This assignment gives the student an opportunity to plan, prepare and conduct a sales training session in a classroom setting.

Learning Objective:

To plan, prepare and conduct an eight minute motivational and instructional training session, on a topic related to selling skills, in a classroom setting to fellow students who are playing the role of company sales representatives.

Guidelines:

- a) Select a topic which is related to selling skills and has not been selected by another student.
- b) Create, develop, rehearse and deliver an effective eight minute sales training presentation which demonstrates your knowledge of the topic, and your ability to educate, coach and train others.
- c) Be prepared to play the role of a sales rep for fellow students who are conducting their sales training sessions.
- d) Be prepared to give feedback to fellow students about their sales training session.