

Course Contents

Course Name: Sales and Distribution Management

Course Code-MS 508

Course Objective: The objective of this course is to provide an extensive knowledge about sales function as well as the intricacies of the distribution mechanics of goods and services to the students.

Block I SALES MANAGEMENT

Unit I Introduction to Sales Management

Meaning, definition, Characteristics, Importance, Objectives, Sales Organization

Unit II Personal Selling

Unit III Goals and Process of Sales Management

Process, Demand and Sales Potential

Unit IV Sales Forecasting

Sales Budget and Selling Strategies

Unit V Sales Territories and Sales Quota

Unit VI Sales Force Management

Structure and Size of Sales Force

Block II SALES ORGANIZATION

Unit VII Sales Organization

Unit VIII Sales Organization and Its Types - Sales Organization Structures and Outsourced Sales

Unit IX Recruitment and Selection & Training of Sales Force

Unit X Motivating the Sales Force and Compensation

Unit XI Sales Meetings

Planning and staging sales meetings National regional meetings

Unit XII Sales Contests, Evaluation and Analysis

Unit XIII Sales control and cost analysis

Unit XIV Marketing Intermediaries

Block III DISTRIBUTION

Unit XV Distribution Channel

Unit XVI Kinds of Channels

Unit XVII Selection of Channels & Distributors

Unit XVIII Wholesalers: Classifications, Distributors/Dealers/Stockiest – Trends

Unit XIX Channels Conflicts and Resolution

Unit XX Management of Marketing Channel

BLOCK IV MANAGEMENT OF CHANNELS

Unit XXI Warehousing

Unit XXII Channel Profitability Analysis

Unit XXIII Rural Distribution

Unit XXIV Retailing

Unit XXV Inventory Management in Sales and Distribution

Unit XXVI Market Logistics

Suggested Readings:

1. Richard R.Still, Edward W.Cundiff, Norman A.P.Goveni,Sales Management
2. Decisions, Strategies & Cases, Prentice Hall, 5th Edition, 2005.
3. Charles M. Futvell, Sales Management, Team work, Leadership and
4. Technology, Thomson learning, South Western, Sixth Edition, 2003.
5. Fundamentals of Sales Management, Ramneek Kapoor, Mac Millan India Pvt Ltd.
6. Salesmanship & Sales Management, P.K.Sahu, K.C.Raut, Vikas Publications, Third Revised Edition.
7. Sales Management: A Global Perspective, Earl D.Honeycutt, John B.Ford, Antonis C.Simintiras, Routledge Publisher.
8. Market & Sales Forecasting, Gordon Bolt, Crest Publishing House.