

Course Name- Sales and Distribution Management

Course Code- MS 508

Course Credits: 6

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 and its Types

Types of Sales Organization Structures and Outsourced Sales

Unit VIII Recruitment and Selection & Training of Sales Force

Unit IX Motivating the Sales Force and Compensation

Unit X Sales Meetings

Planning and staging sales meetings National regional meetings

Unit XI Sales Contests, Evaluation and Analysis

Unit XII Sales control and cost analysis

Unit XIII Marketing Intermediaries

BLOCK III DISTRIBUTION

Unit XIV Distribution Channel

Unit XV Kinds of Channels

Unit XVI Selection of Channels & Distributors

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

Unit XVIII Channels Conflicts and Resolution

Unit XIX Management of Marketing Channels

BLOCK IV MANAGEMENT OF CHANNELS

Unit XX Warehousing

Unit XXI Channel Profitability Analysis

Unit XXII Rural Distribution

Unit XXIII Retailing

Unit XXIV Inventory Management in Sales and Distribution

Unit XXV 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.