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Course Description

The objective of the course is to provide students with an overview of the theory and practice of sales management. Students will get a feel for a variety of sales management issues and problems in a global setting. The focus will be on gaining a better appreciation of the determinants of sales performance and how sales managers can take actions to direct, influence and control sales performance.

Course Objectives

The emphasis is on (i) acquisition of knowledge/concepts and (ii) the application of those concepts to business situations.

I. Acquisition of knowledge/concepts.

The coverage of topics is designed to provide exposure to the following:

- Understanding the role of personal selling as part of a firm's marketing strategy
- Design and implementation issues in sales management
- The tools/techniques available to assist managers in effectively managing the sales function.

II. Application of Concepts.

Students must form themselves into groups of four members (please do not exceed this number unless you have the instructor's permission). The instructor will communicate the team composition and other operational details in class. Team members will work together on a business project.

A. Case Discussion

Several business cases will be discussed in class. The case discussion will be led by the instructor. *All students are expected to have read and prepared the case.* You must come prepared to discuss the case in class. The instructor may call on you to lead the case discussion. When you read the case and prepare for class discussion, think about:

- The important issues in the case
- How to analyze those issues
- Have some recommendations for the manager
- Adequately justify those recommendations.

All students will be evaluated individually on their class participation during all case discussions as well as the regular class sessions.

B. Business Project

The sales profession is very action-oriented. Sales and relationship skills have become more important than ever in the face of rapid growth of technology and increasing competition.

Although you will be learning about sales management through lectures and in-class interaction, the real test is to try and learn about sales through a real business situation. Your team will be required to become familiar with a local business, focus on understanding all the operations pertaining to sales and how those operations impact sales. More details will be provided later.

Text and Materials

The following book is a good reference:

Mark W. Johnston and Greg W. Marshall, Churchill/Ford/Walker's Sales Force Management, Tenth Edition, McGraw-Hill Irwin, 2011.

Cases and copies of power point slides will be available. In addition, supplemental material consisting of articles will be distributed in class.

Grading and Performance Evaluation

Evaluation of your performance in the course will be based on one exam covering the lectures and text material, the business project and the instructor's evaluation. You are expected to attend ALL CLASSES. **Absences from class will seriously affect your grade.** Instructor evaluation of your performance in class will be based on two aspects – attendance and class participation. There will be NO make-up exams. Grading for the course will on a Pass/Fail basis and generally a student must achieve at least 80% to secure the passing grade. The weights for the total grade (100 points) will be distributed as follows:

Exam	40% (40 points)	Business Project	30% (30 points)
Instructor evaluation	30% (30 points)		

Weekly Schedule

Week 1

Monday, July 11	Introduction and overview of Sales Management
Tuesday, July 12	Sales strategy and organization; Case: Mediquip
Wednesday, July 13	Recruitment, Selection and Training; Case: Reliable Meter
Thursday, July 14	Sales Force Motivation; Case: Midwest Business Forms

Week 2

Monday, July 18	Integrated Marketing/Sales Communications; Case: Highlights
Tuesday, July 19	Sales Force Compensation; Case: Outdoor Sporting Products
Wednesday, July 20	Project discussion; Sales force deployment
Thursday, July 21	Case: Calendar Coffee Company ; Sales force deployment

Week 3

Monday, July 25	Sales territory design
Tuesday, July 26	Evaluation of Sales performance; Case: Susan Kay Greenhouses
Wednesday, July 27	Project Review, Exam Review
Thursday, July 28	EXAM