

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School/Department:</b>	Business and Economics
<b>Programme:</b>	BA Business Administration Combined Studies
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Developing and Managing Sales
<b>Course Code:</b>	MKT 6400
<b>Course Leader:</b>	Sabine Spangenberg
<b>Student Engagement Hours:</b>	120
Lectures:	35
Seminar / Tutorials:	15
Independent / Guided Learning:	75
<b>Semester:</b>	Fall/Spring/Summer
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

**Course Description**

This course examines the role of sales management skills including an analysis of selling practices with emphasis on the selling process and sales management, the development of territories, determining potentials and forecasts, setting quotas, analysis of customers and markets. The course will provide students with skills such as developing sales management strategies designed to help companies to design and organize sales forces, recruiting and selecting the right people, training and developing the sales force, motivating and rewarding salespeople. Lectures, projects and cases analyse all aspects of assessing the performance of the sales force necessary for the effective management of a sales team, whether in consumer goods, business-to-business, or service marketing.

**Prerequisite:** MKT 5200

**Aims and Objectives:**

To have students learn and understand the basic and essential principles and concepts of the selling process, personal selling and sales management in the global marketplace as well as to increase the student's awareness and knowledge of the role that sales plays within the company's dynamic micro/macro environments. To provide a foundation for further in-depth study of sales as a career and to enlighten the student's perspective of how technology is changing the way sales is conducted cross-culturally and around the globe. Skill objectives: to apply integrated

marketing concepts to real-life sales situations and to develop effective decision-making skills as sales managers; to enhance oral and written communication skills.

### **Programme Outcomes**

A1, A2 A3, A4, A5

B1, B2, B3

C1, C2

D1

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

### **Learning Outcomes:**

Upon completion of this course, a successful student should be able to

#### **Knowledge and Understanding**

1. Have developed knowledge and practice of the sales management role in organisations as well as a good understanding of corporate strategy, marketing and sales strategy
2. Recognise the contributions made by contemporary leadership approaches and their relevance to develop sales management leadership skills and to become aware of the eight steps involved in the selling process as well as the differences between a new buy, modified re-buy.
3. To acquire the knowledge/skills for the selection, training, development and motivation of sales people. To become aware of the difference between managing and leading.
4. Explain why it is important to evaluate the overall performance of the organisation's sales force, customer lifetime value and KSA (knowledge, skills, abilities)

#### **Cognitive Skills**

1. Evaluate statements in terms of evidence,
2. Define terms adequately and to generalise appropriately.
3. Apply ideas and knowledge to a range of business and other situations.

#### **Practical and/or Professional Skills**

1. Develop critical reflexivity towards the subject matter, and towards one's own and one's peers consumer behaviour
2. Engage as team members in group work that will require intellectual, reflexive and aesthetic applications within the framework of an extended project

#### **Key Skills**

1. Effective oral and written communication skills in a range of traditional and electronic media.

#### **Indicative Content:**

- Introduction to Personal Selling and Sales Management.
- The sales function. Changes in the professional selling environment.
- Learning Selling Skills.
- Communication, verbal and non-verbal and the buying process:
- Understanding purchasing motivations and buyer types.
- The personal selling process.
- Finding and qualifying prospects, making presentations, dealing with objections, closing the sale.
- Sales management. Recruitment, Motivation, Compensation, Training, Leadership, Organisation.
- Ethical issues in sales management: .
- Sales forecasting: Qualitative and quantitative methods.

**Assessment:**

This course conforms to the University Assessment Norms approved at Academic Board.

**Teaching Methodology:**

The course will be taught using a variety of methods including lectures, directed reading, case studies analysis, back-to-back class activities and weekly tasks, video-clips and class discussions, weekly class-activities, team-based project work.

**Bibliography:**

**Indicative Texts:**

Tanner, Honeycutt, Erffmeyer (2009), *Sales Management, Shaping Future Sales Leaders*, Pearson Education (International Edition).

**Recommended Reading:**

Butler, J.A. & Scheelen, F.M. (2002), *Know Yourself, Know Your Customer*, Oak Tree Press.  
Blythe, J. (2000), *Sales & Sales Management*, Blackhall Publishing  
Blythe, J. (2005), *Sales & Key Account Management*, Thomson  
Confrey, J.R. (2005), *Practical Sales Management : Alone in the Field*, Xlibris  
Dalrymple, D., Cron, W.L. & DeCarlo, T.E. (2004), *Sales Management*, 8th Edition, John Wiley & Sons  
Donaldson, D. (1998), *Sales Management : Theory and Practice*, 2nd Edition, Macmillan.  
Honeycutt, E.D, Ford, J.B. & Simintiras, A.C. (2003), *Sales Management : A Global Perspective*, Routledge  
Manning G.L. & Reece, B.L. (2004), *Selling Today : Creating Customer Value*, 9th Edition, Prentice-Hall  
McDonald, M., Rogers, B. & Woodburn, D. (2000), *Key Customers : How to Manage Them Profitably*, Butterworth-Heinemann  
Strafford, J. & Grant, C. (1993), *Effective Sales Management*, 2nd Edition, Butterworth-Heinemann

