

Course Type	Course Code	Name of Course	L	T	P	Credit
DE	EMSD502	Leading and Managing Sales Force	3	0	0	3

### Course Objective

The course attempts to expose students to the tools and strategies necessary for designing and managing sales in the high performing organisations. It will sharpen decision – making skills of future sales managers.

### Learning Outcomes

Students should be able to understand the diverse variables affecting the sales functions for developing sales framework.

Unit No.	Topics to be Covered	Lecture Hours	Learning Outcome
1	The drive for Systematic Sales Management	5	The students will getan overview of Sales Excellence Approach and develop understanding about the concept sales management and selling process.
2	Sales strategy: Managing Customers and sales channel for competitive advantage	9	This section deals with the detailed understanding of customer prioritization and Segmentation, Sales channels and Sales partners designing the route to the customers, price policy etc.
3	Sales Management: Designing Structures and Processes	9	The students will learn about the sales organization structures, recruitment and selection for the high performing sales team
4	Managing Salesforce: motivation, training and compensation	9	This section deals with the various methods for managing sales force including motivation, training and compensation of sales personnel
5	Information Management in Sales Management	6	The students will get a detailed understanding Information Management as the Key to Professionalism in Sales
6	Customer Relationship Management, Customer retention Management	4	This section deals with deep understanding of Customer Relationship Management & Customer Retention Management and different strategies to execute them.
	Total	42	

Text Books:

Selling Today: Partnering to create value – Manning, Ahearne, Reece, 14<sup>th</sup> Ed, Pearson Ed