

ELECTIVE COURSE – III : SALES AND DISTRIBUTION MANAGEMENT

Objectives:

The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organising and managing sales force and marketing channels.

UNIT I

Nature and scope of Sales Management; Setting and Formulating Personnel; Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans.

UNIT II

Supervision of Salesmen; Motivating Sales Personnel; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotes for Sales Personnel.

UNIT III

Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis. An overview of Marketing Channels, their structure, Functions and Relationships.

UNIT IV

Channel Intermediaries – Wholesaling and Retailing; Logistics of Distribution; Channel Planning Organisational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal Issues.

UNIT V

Information System and Channel Management; Assessing Performance of Marketing Channels including sales force; International Marketing Channels.

SUGGESTED READINGS:

1. Anderson, R. Professional Sales Management; Englewood Cliffs, New Jersey, Prentice Hall Inc.,
2. Anderson, R. Profession Personal Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1991.
3. Buskirk, R H and Stanton. W J Management of Sales Force. Homewood Illinois, Richard D. Irwin, 1983.
4. Dalrymple, D J Sales Management: Concepts and Cases. New York. John Wiley, 1989.
5. Johnson, E M etc. Sales Management: concepts, Practices and Cases. New York, McGraw Hill, 1986.
6. Stanton, William J etc. Management of a Sales Force. Chicago, Irwin, 1995.
7. Still, R R, Sales Management, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1988.