

SALES AND DISTRIBUTION MANAGEMENT

UNIT – I

Organization of sales management – Recruitment of sales force – Training of sales force – Allocation of territory and sales quota.

UNIT – II

Performance Evolution of sales force – compensation of sales – force.

UNIT – III

Distribution management: Members of Distribution channels, stockist wholesaler, retailer, dealer, Appointment of dealers and other channel members, role of channel members in promoting sales.

UNIT – IV

Legal aspects in sales management, sales tax.

UNIT – V

Warehousing: locations and functions

Reference:

1. Sales management - Dinglas L Dalryple
2. Field sales manager - New Gardner
3. Physical Distribution management – Bower Sox, Smykay, Lalond
4. Physical Distribution management – RL Wanworth Ed.,
5. Logistics of Distribution systems - Mossman and Norton.

Text Book:

Field Sales management - S.Ramachandran
Principles and Practice.