

# Sales and Distribution Management

## Course Objectives

The main objective of the course is to impart skills and knowledge needed to manage sales force and distribution function so as to gain a competitive advantage. As a successful marketer, the sales and distribution function needs to be properly managed which incorporates understanding of various concepts the course aims to provide to the student participants. The unique mixture of theory and practice incorporated in the course helps the students to understand the different paradigms and to practically implement it during their stint as a sales person.

## Syllabus

Understanding Personal Selling and Sales Force Management, Overview of Sales Management Selling Process and Sales Organization. Channel management, Sales force control system. New Trends in Sales Management, Distribution Planning and Control, Distribution System and Logistics.

## Expected Outcome

On completion of the course, the students are expected to be familiar with the concepts and framework of Sales and Distribution and a conceptual clarity on selling process, distribution system which shall be a value addition.

## References

1. Pingali Venugopal, Sales and Distribution Management, SAGE Response, 2008
2. Tapan K Panda and Sunil Sahadev: Sales and Distribution Management: Oxford University Press, 2011
3. Still, R. R. & Cundiff, E. W., Govoni, N. A. P. Sales Management. Pearson Education, 2007
4. Coughlan A.T., Anderson E., Stern L.W and Ansary A.E. (2001), Marketing Channels, Pearson Education, 2007
5. Still, Cundiff and Govoni: Sales Management, PHI, 2008
6. Rosann Spiro, Stanton, William J. and Gergory Rich, Management of Sales Force. McGraw Hill Education India Private Limited, 2003
7. Spiro, R, Management of a Sales Force, McGraw Hill Education India Private Limited, 2015
8. Gary Gagliardi and Sun Tzu, Sales Management Strategy: Sun Tzu's The Art of War for Sales Force Success, (Kindle edition), Clearbridge Publishing, 2012
9. Tony Carter, Sales Force Management: A Contemporary Approach, Jaico Publishing House, 2008
10. Mukesh Bhatia, Sales Force Management: Creating & Controlling Winning Sales Teams, Regal Publications, 2014

## Units Topics

1 Overview of Sales Management- Role of Sales Management in Marketing, Role of Sales Management in Marketing Strategy Development, Nature and Responsibilities of Sales Management, Careers in Sales Management, Modern Roles and Required Skills for Sales Managers Understanding Personal Selling and Sales Force Management: Approaches to Personal Selling, Process of Personal Selling, Automation in Personal Selling, Organization Design and Staffing, Sales Planning, Time and Territory Management, Managing the Sales Force

2 Selling Process and Sales Organization: Prospecting, Pre - approach, Approach, Presentation, Objection Handling, Sales Close, Sales Organization Design

Channel management- Marketing Channels, Designing Channels, Selection and Recruitment of Channel Partners, Channel Motivation, Channel Relationships Management, Channel Evaluation, Information Systems for Channels

### First Internal Examination

3 Sales force control system: Sales Quota setting, Sales Territory, Sales Budget, Sales Analysis and Audit and evaluating sales person performance

New Trends in Sales Management- Sales Management Information System, Relationship Marketing, Role of E- commerce in Selling, International Sales Management, Challenges Faced by International Sales Managers

4 Distribution Planning and Control: Role and Function of Intermediaries; Selection and Motivation of Intermediaries; Distribution Analysis; Control and Management; Channel Dynamics – Vertical Marketing Systems; Horizontal Marketing Systems; Multichannel Marketing Systems; Channel Conflict and Management.

### Second Internal Examination

5 Distribution System and Logistics: Physical Distribution System – Decision Areas; Different Modes of Transport in India; Their Characteristics; Logistics- Functional Areas of Logistics; Logistics Integration for Customer Satisfaction; Distribution Costs; Control and Customer Service; Supply Chain Management (SCM); Integration of Sales and Distribution Strategy.

### Final Examination