



**Dr. V. N. Bedekar Institute of Management Studies, Thane**  
**Teaching Learning Plan - MMS**  
**Academic Year: 2022-2023**

**Programme:** MMS      Semester: III  
**Course Code:** MMS-M-304  
**Name of the Course:** Sales Management  
Maximum marks: 100 (60+40)  
Name of the Faculty: Dr Pankaj Nandurkar  
Mobile No: 9763669859

Period: Oct 2022 – Jan 2023

No. of Sessions: 13 (Total 40 hrs)

Email: pnandurkar@vpmthane.org

**Program Outcomes (PO)**

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster analytical and critical thinking abilities for data-based decision-making.
3. Ability to develop Value-based Leadership.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
6. Ability to develop entrepreneurial skills keeping in mind socially-sensitive and innovative approaches.

**Course Outcomes (CO)**

1. CO1 - RECALL the basic terminologies of Sales Management
2. CO2 - ILLUSTRATE Sales Organization, Selling Skills and Correlation of Sales & Distribution for different market conditions.
3. CO3 - APPLY Sales Process, Territory planning, Sales Force motivation and control in different market scenarios
4. CO4 - ANALYZE different scenarios with reference to sales planning, forecasting, target setting and Sales Control
5. CO5 - EVALUATE Sales performance, forecasting results to facilitate decision-making in relevant Sales Management areas
6. CO6 - CREATE a detailed sales plan including relevant approaches to Sales Management

**Text Books:**

1. Krishna K Havaladar & Vasant M Cavale, Sales and Distribution Management, 3<sup>rd</sup> edition, McGraw Hill Education (Pvt) Ltd,

**Reference Books:**

1. Richard R. Still, Edward W. Cundiff & Norman A. P. Govani, Sales Management, 5<sup>th</sup> edition, Pearson Education
2. Charles M. Futrell, Fundamentals of Selling, 12<sup>th</sup> edition, McGraw Hill Education (Pvt) Ltd



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**A. Plan:**

<b>Sess ion No.</b>	<b>Planned Date</b>	<b>Topic</b>	<b>Ref. Study Material</b>	<b>Course Outcomes</b>
1	28-Oct-22	Sales Management, Introduction to the sales organisation, Types of the sales force. Importance of sales management in any business organisation.	Text Book -1 Case - DP Ltd – setting things right (D)	CO – 1 & 2
2	04-Nov-22	Sales Organisation Structures, both B2B and B2C	Text Book -1 Case - Frito-Lay, Inc. Reorganization of Executive Structure	CO – 1 & 2
3	11-Nov-22	Selling skills; Negotiation skills for services sales as against physical goods sales, Sales dyads, Decision Making Units (DMUs),	Text Book -1 and Ref. Books – 1 & 2 Case - Philips Company – Role of the Sales Force	CO – 1, 2 & 3
4	18-Nov-22	Sales process: sales approach, demonstration & closure, Personal selling, Applications of AIDA Model in sales.	Text Book -1 and Ref. Books – 1 & 2 Case - Hindustan Hotel – Selling of Services	CO – 1,2,3, & 4
5	25-Nov-22	Territory and time management, Route planning, and scheduling customer visits. Manpower planning - Recruitment, Selection, Training, and development of sales personnel	Text Book -1 and Ref. Books – 1 & 2  Case - CG Engineering,	CO - 1,2,3
6	02-Dec-22	"Planning & forecasting techniques such as Moving Averages, Trend Analysis etc." "Target setting (sales budget and quota setting), using software support or Excel." Evaluating Results of Forecasting	Text Book -1 and Ref. Book – 1  Case - Guhring (I) Pvt Ltd	CO – 1,2,3, 4 & 5
7	09-Dec-22	Sales Administration - Devising sales compensation, incentives, fixed and variable components of compensation, and Non-monetary incentives. <b>Internal Test</b>	Text Book -1 and Ref. Books – 1 & 2  Case - MM Marketing Pvt Ltd	CO - 1,2,3, & 4
8	16-Dec-22	Performance evaluation of salesmen, setting standards of performance, recording actual performance, Evaluation and managing sales meetings	Text Book -1 and Ref. Book – 1 & 2	CO - 1,2,3, 4, & 5



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9	23-Dec-22	Sales force management during different phases, which includes motivation during bad times (positive reinforcement) and planning sales contests.	Text Book -1 and Ref. Books – 1 & 2	CO - 1, 2, 3, & 4
10	30-Dec-22	Field sales control - Sales reporting system which includes weekly, monthly, and quarterly reports. Interpretation of the data for future action plans	Text Book -1 and Ref. Books – 1 & 2 Case - KKN (I) Ltd	CO - 1, 2, 3, 4 & 5
11	06-Jan-23	Sales Analysis and Marketing Cost Analysis, Sales Audit, Managing Outstanding, and Creating a detailed Sales Plan.	Text Book -1 and Ref. Books – 1 & 2	CO – 1, 2, 3, 4, 5 & 6
12	13-Jan-23	Importance of Distribution and Logistics Management in relation to Sales Management, Understanding lead time and delivery schedule etc. <b>Students Presentation</b>	Text Book -1 and Ref. Books – 1 & 2 Case - Modern Motors – Selection of Channel partners	CO - 1, 2, 3
13	20-Jan-23	Students Presentation		



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**B. Practical Approach: Other activities**

<b>Sr. No.</b>	<b>Activity Name</b>	<b>Topic Covered</b>	<b>Learning Outcomes</b>	<b>Source</b>
1	Case study 1) DP Ltd – setting things right (D) 2) Philips Company – Role of the Sales Force 3) Hindustan Hotel – Selling of Services 4) CG Engineering – Achieving quotas 5) MM Marketing Pvt Ltd – Designing Territories 6) Guhring (I) Pvt Ltd 7) KKN (I) Ltd 8) Frito-Lay, Inc. Reorganization of Executive Structure 9) Philips Company – Role of the Sales Force 10) Modern Motors – Selection of Channel partners 11) Advantage Food and Beverage Sales Representative (A)	1) Introduction to the Sales organisation. 2) Introduction to Sales Management 3) Selling Process 4) Territory Management 5) Sales Force Performance evaluation 6) Selection of Channel partners	1) Understanding the Sales Management concept. 2) Analyse the Territory and time management. 3) Analyse the Role of the Sales Force 4) Evaluate the proposal for a sales budgeting program 5) Understand Selling Process	1) Sales and Distribution Management by Havaladar 2) Sales Management – Still, Cundiff 3) HBSP
2	Academic Projects			
3	Group Discussion			
4	Role Play	Selling Process	To analyse the role and responsibilities of the salesperson	Sales Management – Still, Cundiff
5	Industry Visit			
6	Business Quiz / Business News sharing			
7	Videos / Simulation	Sales Organisation	To understand the structure of a sales organisation.	<a href="https://youtu.be/dYLGp6mrRZs">https://youtu.be/dYLGp6mrRZs</a>
8	Use of Software and Labs			
9	Any other activity			



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**C. Pedagogical Initiative adopted:**

Powerpoint presentations, Case study based discussion

**D. Industrial sector focused through the course:**

Consumer Durables, Financial services

**E. Types of job profiles available in the sector:**

Sales executive, business development executive

**F. Skill sets for the given job profiles as learning outcomes of the course:**

Attitude development towards selling



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**Gap identified from University Curriculum:**

<b>S. no.</b>	<b>Gap Identified</b>	<b>Action taken to bridge the gap</b>
<b>1</b>	Digital transformation in sales – e.g Sales Force Automation Technology/ CRM software	An Introductory session is planned along with a sales planning lecture.

**Prepared by:** Dr Pankaj Nandurkar  
**Faculty**

**Date:**

**Approved by:**  
**Specialisation Head**

**Date:**



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**Evaluation:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Attendance and Class Room Participation	Mandatory	10
Mid Term Test	Mandatory (MCQ, Descriptive, etc.)	10
Group Presentations	Mandatory	10
Case Study Analysis	Mandatory	10
Final Exam	Mandatory	60

**Comments / Suggestions / Recommendations:**

**Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -**

- 1)** <https://www.udemy.com/course/the-complete-sales-management-course-for-beginners>
- 2)** <https://www.udemy.com/course/master-successful-selling>
- 3)** Swayam - Sales and Distribution Management By Prof. Sangeeta Sahney IIT Kharagpur

**Signature of Faculty**

**Signature of Co-ordinator**