

Description:

Individual task. Answer both questions

Formalities:

- For the document: The 2 questions: max. 1 page per each question
- Cover, Table of Contents, References and Appendix are excluded of the total wordcount.
- Font: Arial 11 pts.
- Text alignment: Justified.
- The in-text References and the Bibliography has to be in Harvard's citation style.

Submission: Via Moodle (Turnitin). Submissions will be by Sunday 2nd May until 23:59hrs (CEST).

Weight: This task is a 35% of your total grade for this subject. Each Question is equally weighted.

Task

2 questions in all, each equally weighted. Ensure your answers have a B2B focus

You must also support each of your answers with a company of your choice. You may choose different companies for each question.

Ensure you indicate which section you are addressing.

Sections and options

Section 1 The Strategic Role of Sales Management

Explain how sales analysis and the correct sales organization can enable the strategic B2B selling-purchasing process

Section 2 Salespeople Management: directing sales force operations

Explain the vital importance "managing people" for effective B2B sales relationships

Outcomes

Understand the sales management function as part of the overall company strategy and the processes involved in go-to-market activities

Assess different sales organization structures and to design them. according to company strategy and competitive environment

Evaluate the sales operations management functions and its role in salesforce effectiveness and productivity

Rubrics

	Exceptional 90-100	Good 80-89	Fair 70-79	Marginal fail 60-69
Knowledge (20%)	Student demonstrates excellent understanding of key concepts around the sales and the company.	Student demonstrates very good understanding of the key concepts around sales and the company.	Student understands the task with some good understanding around sales and the company.	Student understands the task and attempts to answer the question but does not mention, some of the key concepts around sales and the company.
Application (30%)	Student can apply theoretical models and frameworks and provides excellent supporting sales example(s) around the company	Student can apply theoretical models and frameworks in an appropriate manner and provides very good relevant supporting sales example(s) around the company	Student can apply theoretical models and frameworks and provides good relevant sales example(s) around the company	Student applies adequate theoretical models and frameworks but there are some flaws in the sales example(s) around the company
Research (30%)	Student compiles relevant information to produce a coherent response with well-reasoned conclusions around the sales of the company.	Student compiles mostly relevant information to produce a largely coherent response with good reasoned conclusions around the sales of the company.	Student attempts to compile mostly relevant information to produce a response that is linked to fairly coherent conclusions around the sales of the company.	Student compiles some information that is not wholly relevant. Conclusions may not be linked to response and have some weaknesses around the sales of the company.
Communication (20%)	Student communicates their ideas extremely clearly and concisely, respecting word count, grammar and spellcheck.	Student communicates their ideas clearly and concisely, respecting word count, grammar and spellcheck.	Student communicates their ideas with some clarity and concision. It may be slightly over or under the wordcount limit. Some misspelling errors may be evident.	Student communicates their ideas in a somewhat unclear and unconcise way. Does not reach or does exceed wordcount excessively and misspelling errors are evident.