



## Course Outline

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Marketing and International Business  
School of Business & Economics  
MKTG 4400 - **3.00** - Academic  
Professional Sales Management

## Rationale

Learning outcomes, Student evaluation, Course Topics

## Calendar Description

Students prepare for the role of an effective sales manager in today's hyper-competitive global economy by integrating current technology, research, and strategic planning activities. Topics include the role of the sales manager; buying and selling processes; customer relationship management; organizing the sales force; sales forecasting and budgeting; selecting, training, compensating, and motivating the salesperson; and evaluating salesperson performance.

## Credits/Hours

**Course Has Variable Hours:** No

**Credits:** 3.00

**Lecture Hours:** 3.00

**Seminar Hours:** 0

**Lab Hours:** 0

**Other Hours:** 0

*Clarify:*

**Total Hours:** 3.00

**Delivery Methods:** (Face to Face)

**Impact on Courses/Programs/Departments:** No change

**Repeat Types:** A - Once for credit (default)

**Grading Methods:** (S - Academic, Career Tech, UPrep)

## Educational Objectives/Outcomes

1. Evaluate how sales management fits into the changing environment.
2. Justify the use of customer relationship management.
3. Assess selling as a career choice.
4. Illustrate how to effectively organize a sales force.
5. Construct a sales forecast and prepare sales budgets.
6. Review salespeople's performance.

7. Develop motivation strategies for the sales force.
8. Appraise the characteristics of effective salespeople.
9. Prepare a recruiting and selection plan for hiring salespeople.
10. Evaluate and apply different sales training methods and techniques.
11. Prepare a compensation plan for a sales force.

## Prerequisites

MKTG 3450-Professional Selling  
MKTG 3450-Professional Selling or  
equivalent with a minimum C-

## Co-Requisites

## Recommended Requisites

## Exclusion Requisites

BBUS 4400-Professional Sales Management

## Texts/Materials

### Textbooks

1. **Required** M. Johnston and G. Marshall. *Sales Force Management, Leadership, Innovation, Technology*, 12 ed. Routledge, 2016

## Student Evaluation

The Course grade is based on the following course evaluations.

**Quizzes 0-10%**

**Participation/attendance 0-10%**

**Case studies/research/project/assignments 0-20%**

**Major project 20-40% Final**

**exam 20-40%**

**Term tests and the final exam must not make up more than 70 percent of evaluation and group work must not make up more than 50 percent.**

## Course Topics

1. Introduction to sales management
  - Changing customer needs
  - Sales management in the 21st Century
  - Sales and marketing planning
  - What is involved in sales management?
  - How environmental factors impact sales success?
2. The process of selling and buying (Optional)

- Differences between business buying and consumer buying
  - Stages in the selling process
  - Organizational buying decision process
  - Selling as a career
  - Selling activities and responsibilities
- Selling jobs

### 3. Linking strategies and the sales role in CRM

- What is customer relationship management?
- Importance of market orientation
- Process of strategy development
- Personal selling's role in marketing strategy
- Personal selling's role in the communication mix

### 4. Organizing the sales effort

- Organizing the sales force
  - Importance of the sales organization decision
  - Purpose of the sales organization
  - Horizontal structure of the sales force
  - Organizing to service key accounts
- Vertical structure of the sales organization

### 5. Information management, sales forecasting and budgeting

- Putting information technology into perspective
- Using Information in managerial decision making
- Introduction to market opportunity Analysis
- Methods of Sales Forecasting
- Choosing a forecasting method
- Developing territory estimates
- Purposes and characteristics of sales quotas
- Setting quotas
- Determining sales force size
- Designing sales territories

Sales analysis

### 6. Salesperson performance

- Changing role of sellers
- Understanding salesperson performance
- Rewards and satisfaction
- Salesperson's role
- Stages in the salesperson's role

### 7. Motivating the salesforce

- Motivators
- Psychological processes
- Motivational model
- Career stages and motivation
- Impact of environment and organization variable on motivation

### 8. Personal characteristics and sales aptitude for selecting salespeople

- War for talent
  - Are good salespeople born or made?
  - Characteristics of successful salespeople
  - Job-specific determinants of good sales performance
9. Sales force recruitment and selection
- Real value of hiring good salespeople
  - Recruitment and selection issues
  - Who is responsible for recruiting?
  - Job analysis and determination of selection criteria
  - Recruiting
- Selection procedures
10. Sales training, objectives, techniques and evaluation
- Issues in sales training
  - Objectives of sales training
  - Development of sales training programs
  - Training new sales recruits
  - Training experience salespeople
- Sales training methods
- Measuring the costs and benefits of sales training
11. Salesperson compensation and incentives
- Characteristics of great sales compensation plans
  - Straight salary
  - Straight commission
  - Combination plans
  - Sales contests
  - Non-financial rewards
  - Expense accounts
- Deciding the most appropriate mix and level of compensation
12. Evaluating sales person performance (Optional)
- Performance versus effectiveness
  - Objective measures
  - Subjective measures
  - Feedback in performance evaluation

#### **Additional Optional Topics**

- Cost analysis
- Law and selling
- International selling

## **Methods for Prior Learning Assessment and Recognition**

As per TRU Policy

### **Last Action Taken**

Implement by Submission Preview Subcommittee Chair Joanne (Retired) Moores