



SALES AND DISTRIBUTION MANAGEMENT

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INTENDED AUDIENCE : For anyone keen to improve his/her sales and marketing skills, Elective Course, PG Course, MBA, PhD

INDUSTRIES APPLICABLE TO : This is a marketing elective which deals with effective and efficient sales force management. Every company that deals with customers sales will recognize the relevance of this course.

COURSE OUTLINE :

The course investigates factors influencing the optimal design and management of distribution channels with particular emphasis on sales force management and channel designs for improving efficiency. The objective of the Course is to provide an understanding of Sales Management, with particular emphasis on sales force management

ABOUT INSTRUCTOR :

Prof. Sangeeta Sahney is Professor at the Vinod Gupta School of Management, IIT Kharagpur A gold medalist in MBA, and a PhD. From IIT Delhi in Management, she served as a faculty member at U.P Technical University and IIT Roorkee, before joining IIT Kharagpur in 2005. With a specialization in Marketing, she also teaches Organizational Behavior and HRM. Her research interests include studies in consumer behavior, organizational behavior and service quality primarily quality management in education. She has also taught at AIT, Bangkok as a part of the Indian Secondment in 2009 and 2016. She has published research papers in many leading national and international journals, and has also received several awards and accolades. She has also authored a book, titled Consumer Behavior, published by Oxford University Press.

COURSE PLAN :

Week 1: Introduction to Sales Management

Week 2: Determining Sales related Marketing Policies, Sales Organization; Sales Department Relations

Week 3: Sales Organization; Sales Department Relations -Planning, Sales Forecasting and Budgeting

Week 4: Buyer-Seller Dyads -Diversity of Personal-selling Situations -Theories of Selling

Week 5: The Selling Process -Sales Force Management

Week 6: Sales Force Management

Week 7: Management of Sales Territory & Management of Sales Quota

Week 8: The Sales Budget , Sales Control -Distribution Channel Management