

**Course Number: BAM402, Course Title: SALES MANAGEMENT**

Class: B.Com., Status of Course: MAJOR COURSE, Approved since session: 2008-09

Total Credits:3, Periods(55 mts. each)/week:5(L-3+T-0+P/S-0), Min.pds./sem.:65

**[SAME AS CLM406]**

UNIT 1: INTRODUCTION [10 pds]  
Personal Selling, Salesmanship and Sales Management: Role and Functions of a Sales Person, Different Selling Situations, Selling as a Career, Sales Manager-Functions.

UNIT 2: PROCESS OF EFFECTIVE SELLING [15 pds]  
Prospecting, Pre-approach, Approach, Presentation and Demonstration, Handling objections, Closing the Sale and Post-sales satisfaction.

UNIT 3: SALES PLANNING AND CONTROL [15 pds]  
Sales Forecasting, Sales Budget, Sales Territory and Sales Quota.

UNIT 4: MANAGEMENT OF SALES FORCE & ETHICAL ISSUES [10 pds]  
Recruitment and Selection, Training, Compensation, Evaluation of Performance. Selling-Ethics, Sales Promotion in Employees Act 1976.

UNIT 5: SALES PROMOTION [15 pds]  
Role and Objectives, Forms of Sales Promotion-Merits and Demerits.

**SUGGESTED READINGS:**

HR Tosldal: INTRODUCTION TO SALES MANAGEMENT

CA Kirkpatrick: SALESMANSHIP

Stanton & Buskirk: MANAGEMENT OF SALESFORCE

LB Belling: SALES MANAGEMENT

Russel, Beach & Buskirk: SELLING

BR Confield: SALES ADMINISTRATION