## COX 4220 SALES FORCES MANAGEMENT (3 CU)

**Course Description:**

The course is developed to meet the needs of organizations seeking to optimize their ability to sell professionally within a dynamic competitive environment. The course provides students with selling skills necessary to ensure that it carries the impact of their desire. To support the selling activity in identifying high-value sales, it enables students to strengthen relationships with prospects, and ensure ultimate customer satisfaction.

**Course Objectives:**

The course will enable students to;

* understand customers’ and competitors’ characteristics
* effectively make presentations and interaction with customers
* Know the field procedures and responsibilities.
* Appreciate the role of ethical decision making
* Sales persons have to know the company’s products
* Understand the selling process
* Improve their selling skills

**Learning Outcomes:**

* Manage customer relationships
* Understand company offerings
* Develop and implement a sales program
* Manage the selling process.

**Intellectual, Practical and Transferable Skills**

* Problem solving, Analytical skills, Team work, Communications skills, negotiation and selling skills, customer care skills

**Teaching and Learning Pattern**

* Lecture method
* Case studies
* Keynote lectures
* Student-led seminar presentations

**Indicative Content**

[Designing the Sales Force](http://knol.google.com/k/narayana-rao-kvss/sales-force-management/2utb2lsm2k7a/146#Designing_the_Sales_Force) and process, [Sales Force Objectives](http://knol.google.com/k/narayana-rao-kvss/sales-force-management/2utb2lsm2k7a/146#Sales_Force_Objectives), [Strategy](http://knol.google.com/k/narayana-rao-kvss/sales-force-management/2utb2lsm2k7a/146#Sales_Force_Strategy), [Structure](http://knol.google.com/k/narayana-rao-kvss/sales-force-management/2utb2lsm2k7a/146#Sales_Force_Structure), [Compensation](http://knol.google.com/k/narayana-rao-kvss/sales-force-management/2utb2lsm2k7a/146#Sales_Force_Compensation), [Recruiting and Training the Sales Force](http://knol.google.com/k/narayana-rao-kvss/sales-force-management/2utb2lsm2k7a/146#Recruiting_and_Training_the_Sales_Force), formulation of a sales program, implementation of the sales program, and evaluation and control of the sales program.

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Each course in the programme shall be assessed on the basis course work and final examination represented as

Course work assessment 30%

Final Examination 70%

100%

The minimum mark required to pass is 50%, this includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination

**Indicative sources**

1. Berger, L. and Berger, D. (2003) [*The Talent Management Handbook: Creating Organizational Excellence by Identifying, Developing, and Promoting Your Best People*](http://www.amazon.com/Talent-Management-Handbook-Organizational-Identifying/dp/0071414347/ref=sr_1_3?ie=UTF8&s=books&qid=1245846874&sr=1-3)
2. Kachinske, E. Roach, S. Gilliland, C. and Kachinske, T. (2008) [*Maximizing Your Sales with Salesforce.com*](http://www.amazon.com/Maximizing-Sales-Salesforce-com-Edward-Kachinske/dp/159863562X/ref=sr_1_8?ie=UTF8&s=books&qid=1245846874&sr=1-8)
3. Piercy, N.F. and Lane, N. (2009) [*Strategic Customer Management: Strategizing the Sales Organization*](http://www.amazon.com/Strategic-Customer-Management-Strategizing-Organization/dp/0199544506/ref=sr_1_10?ie=UTF8&s=books&qid=1245846874&sr=1-10)
4. Gatehouse, D. (2007) [*The Perfect Sales Force: The 6 Best Practices of the World's Best Sales Teams*](http://www.amazon.com/Perfect-SalesForce-Practices-Worlds-Sales/dp/159184178X/ref=sr_1_13?ie=UTF8&s=books&qid=1245847210&sr=1-13)
5. Rogers, B. (2007) [*Rethinking Sales Management: A Strategic Guide for Practitioners*](http://www.amazon.com/Rethinking-Sales-Management-Strategic-Practitioners/dp/0470513055/ref=sr_1_17?ie=UTF8&s=books&qid=1245847210&sr=1-17)