

**Course No. 503**

**SALES MANAGEMENT (PRSL XIX)**

**Hours:40**

**Marks: 80**

**Objective:** This course aimed to provide the students with a detailed understanding of the various areas of Sales Management.

**Course Contents:**

- UNIT I:** Introduction.  
Sales Management----Nature, Scope, Objectives, functions and importance of Sales Management. Developing a Sales Organisation--its importance and functions. Formulation of Sales Strategy. 20:10 Hrs.
- UNIT II:** Managing the Sales Force.  
Steps in designing and managing a Sales Force, functions and role of sales person and the sales manager, recruitment, Selection and Training of the Sales Force. 20:10 Hrs.
- UNIT III:** Personal Selling.  
Nature, Scope, Importance, significance and limitations of Personal Selling, Personal Selling as a career, basic steps in Personal Selling process, methods of Approaching, Objections Handling. 20:10 Hrs.
- UNIT IV:** Sales Promotion and managing the distribution function.  
Meaning and significance of Sales Promotion, factors influencing Sales Promotion, Tools of Sales Promotion, and Sales Promotion plan for new products, factors affecting Promotion Mix.  
New role of marketing intermediaries, factors influencing distribution channels. Impact of Online Shopping. 20:10 Hrs.

**Text and Reference Books:**

1. Smith.R—Sales Management, Prentice Hall of India, New Delhi.
2. Kotler, Philip---Marketing Management, Prentice Hall, New Delhi.
3. Patel, V.N---Dynamic Techniques of Sales Management, EBH Publishers, Guwahati.
4. Tanner: Sales Management, Pearson, New Delhi.