WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Sales Force Management
COURSE NUMBER: BMK 311

I. RATIONALE:

Sales Force Management involves much more than managing your sales people, putting together a sales plan, or setting and auditing sales targets. Sales Managers are integral players in their organization. Their responsibilities are varied and they may find themselves acting as the voice of the customer, helping to determine product price, forecasting products sales and serving as mentors to their subordinates. An effective Sales Manager needs to be well versed in product and market life cycles, consumer markets and current trends. A Sales Manager should also understand the law, as it relates to their job, and have strong ethics when dealing with others. Through this course, students will gain an appreciation for how important and how diverse a Sales Manager’s job is.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A: Identify the vital role of sales force management.

Learning Outcomes: The student will:

A-1 Know what sales force management entails
A-2 Understand how sales management aids the organization in achieving goals
A-3 Understand the components of a strategic sales program
A-4 Identify the steps necessary to implement a successful sales program
A-5 Understand the basic elements of evaluation and control

GOAL B: Understand the nature of personal selling. (Includes developing a territory, establishing forecasts, auditing performance)

Learning Outcomes: The student will:

B-1 Know the differences in sales roles across the different relationship types and the importance of management involvement in the selling process
B-2 Understand how management creates sales territories, forecasts, and sales force quotas
B-3 Be familiar with the strategic choices among the various customer-relationship types

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B-4 Understand what types of sales persons skills are needed for the varying complexities of customer accounts
B-5 Understand the different sales activities across the life of the relationship with the customer

GOAL C:
Know the steps associated with the new product-service development process and how those processes change during their life cycle.

Learning Outcomes: The student will:

C-1 Learn the steps involved in taking a product from the ‘conception stage’ to product-service maturity
C-2 Identify the sales force role in new product-service development and how that role will change during the product-service life cycle
C-3 Know how to narrow down your new customer base and how to put together a sales plan to quickly reach them once your product-service is launched
C-4 Understand the importance of educating and motivating your sales force where new or aging products-services are concerned
C-5 Know and appreciate the difficulties that are encountered when trying to sell at various stages of the product life-cycle

GOAL D:
Recognize the importance of consumer markets and test marketing to sales management.

Learning Outcomes: The student will:

D-1 Understand the various methods that are employed for consumer and test marketing and why this is of importance to the sales manager
D-2 Identify how the sales manager uses market data to formulate his strategic sales plan
D-3 Know about secondary and primary data gathering and how the sales force can be instrumental in obtaining each
D-4 Understand the role of observing, questioning, and using experimental methods when dealing with consumers

GOAL E:
Identify internal and external factors that impact sales planning.

Learning Outcomes: The student will:

E-1 Understand the need for sales planning within the organization and the potential for conflict amongst the different functional areas
E-2 Identify the key external factors that impact sales planning
E-3 Understand the importance of competitive and counter intelligence
throughout the sales planning cycle

E-4  Understand the need for continuous monitoring of market conditions and how market changes would translate to changes in the sales plan

**GOAL F:**
Recognize the importance of acting ethically in business.

**Learning Outcomes:** The student will:

F-1  Know the impact of unethical business practices to the organization
F-2  Understand the ethical challenges that exist for the sales function
F-3  Understand the difficulty of ensuring ethical actions of a remote sales force
F-4  Identify the various sales incentive programs that can promote unethical activity and how to diffuse these potential conflicts
F-4  Know the legal ramifications for sales managers when an ethical violation occurs with subordinates