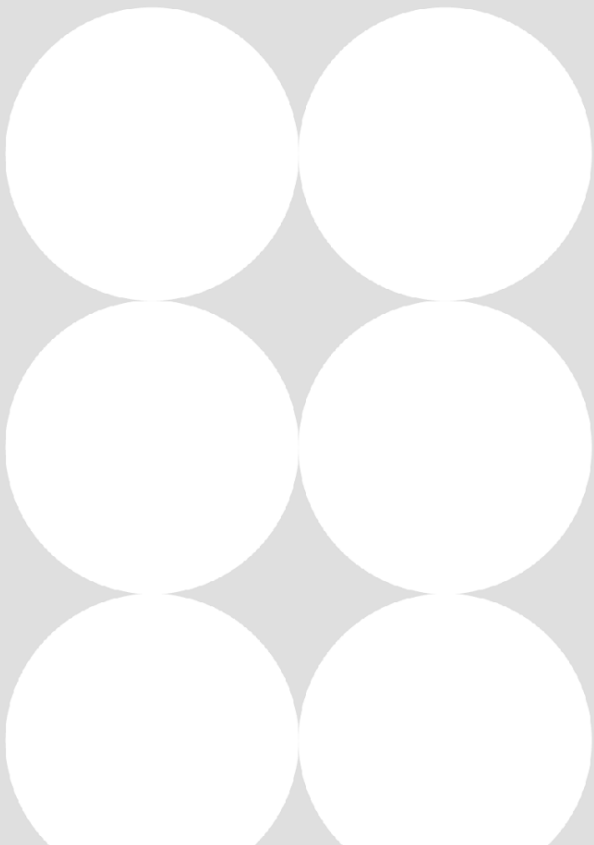


SALES MANAGEMENT



Sales Management

Course Description:

This course is designed to provide students with an understanding of sales management principles and practices. Through lectures, case studies, and interactive exercises, students will develop the skills and knowledge necessary to plan, manage, and optimize sales performance in a business environment.

Course Goals:

- Develop a basic understanding of sales management concepts, including sales planning, customer relationship management, and sales forecasting.
- Understand the role of sales in a business environment, and the importance of effective sales management for organizational success.
- Analyze and interpret sales data, including sales reports, customer data, and market trends.
- Develop skills in sales planning, territory management, and sales forecasting.
- Learn how to develop and implement effective sales strategies that align with organizational goals.

Course Outline:

Week 1: Introduction to Sales Management

- The role of sales in business
- Sales management fundamentals
- Sales planning and forecasting

Week 2: Customer Relationship Management

- Understanding customer needs and preferences
- Building and maintaining customer relationships
- Sales funnel management

Week 3: Territory Management

- Territory planning and optimization

- Sales territory alignment
- Managing and motivating a sales team

Week 4: Sales Forecasting

- Sales forecasting methods and models
- Analyzing sales trends and patterns
- Forecasting accuracy and reliability

Week 5: Sales Strategy Development and Implementation

- Developing a sales strategy
- Implementing and measuring sales strategies
- Sales performance metrics and evaluation

Assessment and Evaluation:

Class participation: 20%

Quizzes and exams: 40%

Assignments and projects: 40%

Required Readings:

1. Sales Management Simplified by Mike Weinberg (<https://a.co/d/iSohiHJ>)
2. The Challenger Sale by Brent Adamson and Matthew Dixon (<https://a.co/d/7hZ5SDP>)
3. Strategic Selling by Robert B. Miller and Stephen E. Heiman (<https://a.co/d/9ts1zcp>)
4. Spin Selling by Neil Rackham (<https://a.co/d/6mRiZsd>)
5. The Psychology of Selling by Brian Tracy (<https://a.co/d/3EazfXb>)
6. The Sales Acceleration Formula by Mark Roberge (<https://a.co/d/3PJQrXV>)
7. Crossing the Chasm by Geoffrey Moore (<https://a.co/d/a5tYVBM>)
8. Hacking Sales by Max Altschuler (<https://a.co/d/j7eZEaG>)

Course Assignments:

1. Sales Plan Development Project - In this assignment, students will develop a sales plan for a hypothetical business, taking into account factors such as sales goals, target markets, sales strategies, and sales team structure. They will need to present their plan to the class, including an analysis of the market and competition, and a detailed plan for achieving sales targets.
2. Customer Relationship Management Case Study Analysis - In this assignment, students will analyze a real-world case study of customer relationship management in a business context. They will need to identify the key challenges and opportunities facing the business, and develop recommendations for improving customer relationships and increasing sales.
3. Sales Forecasting Exercise - In this assignment, students will work with sales data to develop sales forecasts for a hypothetical business. They will need to analyze historical sales data, as well as market trends and other factors, to develop a realistic sales forecast. They will then need to evaluate the accuracy and reliability of their forecast.
4. Sales Strategy Presentation - In this assignment, students will develop and present a sales strategy for a specific product or market segment. They will need to research the target market, competition, and market trends, and develop a detailed plan for achieving sales goals. They will also need to evaluate the effectiveness of their sales strategy and identify opportunities for improvement.
5. Sales Team Performance Analysis - In this assignment, students will analyze the performance of a sales team in a real-world business context. They will need to review sales data, team dynamics, and individual performance metrics to identify areas of strength and weakness. They will then need to develop recommendations for improving sales team performance and achieving sales goals.

Classroom Policies:

- Attendance: Regular attendance is expected and will be taken at the beginning of each class. Students are responsible for attending all classes and arriving on time.
- Participation: Class participation is essential to the success of this course. Students are expected to contribute to class discussions and activities, ask questions, and engage with the course material.
- Late assignments: Late assignments will be penalized at the discretion of the instructor. Students are encouraged to submit assignments on time, and to communicate with the instructor in advance if an extension is needed.
- Academic integrity: Students are expected to uphold the highest standards of academic integrity. Plagiarism, cheating, and other forms of academic misconduct will not be tolerated and will be subject to disciplinary action.
- Accessibility statement: The instructor is committed to providing an inclusive and accessible learning environment for all students. Students with disabilities or who require

accommodations are encouraged to speak with the instructor or contact the university's office of disability services to request accommodations.

- Accommodations: The university provides reasonable accommodations to students with disabilities in accordance with the Americans with Disabilities Act (ADA). Students who require accommodations should contact the university's office of disability services as soon as possible to request accommodations. The instructor will work with the student and the office of disability services to ensure that reasonable accommodations are provided.

Course Resources:

- Sales analytics software - There are many software tools available that can help students analyze sales data and performance metrics. Some popular options include Salesforce, HubSpot, and Zoho.
- Sales training programs - There are many online sales training programs available that can help students develop their sales skills and knowledge. Some examples include Sandler Training, Grant Cardone Sales Training University, and Dale Carnegie Training.
- Sales conferences and events - Attending sales conferences and events can provide students with networking opportunities and exposure to the latest trends and technologies in sales management. Some popular sales conferences include Sales Hacker, AA-ISP Leadership Summit, and Sales 3.0 Conference.
- Sales industry publications - Reading industry publications can help students stay up-to-date on the latest trends and best practices in sales management. Some popular publications include Sales and Marketing Management, Selling Power, and CRM Magazine.
- Sales podcasts - Listening to sales podcasts can provide students with insights and perspectives from sales experts and thought leaders. Some popular sales podcasts include The Sales Evangelist, The Advanced Selling Podcast, and The Salesman Podcast.