### Veer Narmad South Gujarat University

#### MSE-4: 604 – Personal Selling and Sales Force Management (Marketing Elective Group)

###### Third Year BBA(Semester6) With Effect from A.Y.2021-22

Objective of the course:

1. To acquaint students in-depth understanding of sales related aspects ofmarketing.
2. To acquaint the students with the concepts, tools and techniques of sales and distribution management in Indiancontext.
3. It will also expose the students with the latest practices in salesfield.

Teaching Pedagogy:

Lectures, Guest Sessions, Role Plays, Case Studies from real business worlds, Presentations, Quizzes, Group Activity

**Course Content:**

**Unit 1: Personal Selling (20%)**

Evolution of sales department, Sales executive as coordinator, Theories of Selling, Objectives of Personal Selling, Process of Personal Selling - Prospecting, Sales presentations, Objection handling, Closing the sales and post sales activities, Relationship selling

Unit 2: Sales Force Management (20%)

Recruitment and selection of sales force, Training of sales force, Motivating and compensating sales force, controlling the sales force, Designing sales territories, Sales quotas, Sales organization structure

Unit 3: Negotiation (20%)

Bargaining strategies (Distributive Bargaining, Interactive bargaining), Negotiation process, Individual differences in negotiation effectiveness, Third party Negotiation, Global Implications, Cultural Differences in Negotiations

Unit 4: Targets and Sales Management (20%)

Objectives of using targets, Types of targets and target setting procedures, administering target setting procedure

Unit 5: Sales Territories (20%)

Reasons for establishing sales territories, process for setting up or revising sales territories

Suggested Readings:

1. Sales Management: Decisions, Strategies and Cases – Still, Cundiff, Govoni,PHI.
2. Sales Force Management - Johnston Marshal, Tata Mcgrow Hill, NewDelhi.
3. Sales and Distribution Management – S. L. Gupta, ExcelBooks.
4. Organisational Behaviour – Stephen Robbins, Timothy Judge and SeemaSanghi, Pearson education (For chapter onNegotiation)