

BA4T4 - Sales and Distribution Management

- Unit 1- Introduction:** Evolution of sales department- Marketing, Sales management and marketing management – Objectives of sales management – Sales management cycle – Responsibilities of sales manager
- Unit 2- Sales Strategy Formulation:** Steps in Market analysis – Transaction cost analysis – Designing sales strategy - Determination of sales force – Personnel selling – Strategies used by salesmen – Process of personal selling –Theories of personal selling
- Unit 3- Recruitment of Sales personnel:** Selection and placement of sales personnel – Training of sales personnel – Compensating of sales personnel- Motivating sales personnel –Monitoring and performance evaluation – Sales displays.
- Unit 4- Sales Forecasting:** Sales quotas and territory management – Managing sales Expenses – Sales budget importance and types – Sales promotion budget – Ethical issues in sales management
- Unit 5- Channels of Distribution:** – Retailing and wholesaling – Physical distribution Management – Designing channel systems – Channel management – Channel information system. – Elements of distribution logistics – Cost and physical distribution – Customer service and physical distribution - Role of logistics companies

Relevant cases have to be discussed in each unit.

Text Books:

1. Havaldar, “Sales and Distribution Management”, TMH, New Delhi, 2009.
2. Richard R Still, “Sales Management”, Pearson Education, New Delhi.
3. Tapan K Panda, “Sales and Distribution Management”, Oxford University Press, New Delhi, 2009.

References

1. Chunawala. S.A, “Sales and Distribution Management”, Himalaya Publishing House, New Delhi,2009.
2. Gupta S.L, “Sales and Distribution Management”, Excel Books, New Delhi, 2009.
3. Hair, Anderson, “Sales Management”, Cengage Learning, New Delhi, 2010.
4. Mark W Johnston, “Sales Force Management”, TMH, New Delhi, 2009.
5. Tony Carter, “Sales Force Management”, Jaico Publishing House, New Delhi, 2008.
6. Venugopal P, “Sales and Distribution Management”, Sage Publication, New Delhi, 2009.