



Level 5 Diploma in Marketing (880) 141 Credits






Unit: Sales Management	Guided Learning Hours: 260
Exam Paper No.: 2	Number of Credits: 26
Prerequisites: Knowledge of business organisation.	Corequisites: A pass or higher in Certificate in Business Studies or equivalence.
<p>Aim: Learners will learn how to be successful sales managers, build unity and trust in a sales team, interview successfully, train sales professionals, set performance standards, and conduct performance evaluations. Learners also learn how to deal with problems like organising, forecasting, planning, communicating, evaluating, and controlling sales. The unit is an overview of the role of the sales manager, both at headquarters and in the field. The unit covers managing salespeople, as well as person selling, resources, and the functions of marketing. Problems such as organizing, forecasting, planning, communicating, evaluating, and controlling sales are analysed. Management of sales resources, activities and personnel is needed to identify customer needs and wants for products and services. This unit analyse sales opportunities through new product or service development, product strategies, and product mix. It covers the relationship of sales to the overall organisation development plan including advertising, production, and distribution. Finally, a variety of techniques and pertinent concepts of behavioural science are applied to the management of the sales effort and sales force.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The unit requires a combination of lectures, demonstrations and discussions.	
<p>Intended Learning Outcomes:</p> <p>1 The nature, rewards, characteristics and the roles and responsibilities of a sales manager; sales manager typical job description.</p> <p>2 The importance of building relationships through strategic planning; aligning sales activities with the strategic goals of the firm, and how to manage the tension that exists between sales personnel</p> <p>3 Understand why sales jobs are designed for an individual organisation's markets and</p>	<p>Assessment Criteria:</p> <p>1.1 Examine and provide an overview of a sales manager's job.</p> <p>1.2 Describe the various types of sales managers and the skills required of them.</p> <p>1.3 Describe what a new manager experiences when promoted from a sales job.</p> <p>1.4 Describe the roles and responsibilities of a Sales Manager</p> <p>1.5 Describes the responsibilities and performance standards for each member of the sales team</p> <p>1.6 Describe the social, ethical, and legal responsibilities of sales personnel; hours of work and typical workplace environment.</p> <p>1.7 Describe management's social responsibilities.</p> <p>1.8 Describe what influences ethical behaviour.</p> <p>1.9 Analyse management's ethical responsibilities.</p> <p>1.10 Describe ethical dealings among salespeople, employers and customers.</p> <p>1.11 Explain the international side of ethics.</p> <p>2.1 Describe the importance of corporate strategy.</p> <p>2.2 Describe how strategic planning differs from tactical operational planning.</p> <p>2.3 Describe the relationship between marketing and sales force strategies.</p> <p>2.4 Analyse the role of personal selling in the firm's marketing relationship efforts.</p> <p>2.5 Describe how to developing and implementing strategic planning in sales management</p> <p>3.1 Illustrate the type of markets in which salespeople work.</p>

<p>customers; require specialised experience, knowledge and educational summary.</p>	<p>3.2 Define a market-driven sales organisation 3.3 Analyse the major job activities of salespeople. 3.4 Describe the various types of sales jobs. 3.5 Analyse the various types of sales force organisational structures. 3.6 Describe how coordination and technology improve customer service.</p>
<p>4 The process of forecasting market demand and sales budgets; importance of forecasting in a firm's marketing decision support system.</p>	<p>4.1 Describe the importance of forecasting in a firm's marketing decision support system. 4.2 Describe the uses and different categories of sales forecasts. 4.3 Describe the different forecasting methods and their uses 4.4 Describe the need for knowledge of computers 4.5 Describe why the design, size, and operation of sales territories are critical to a firm's success and the factors to consider when designing sales territories 4.6 Define a sales territory. 4.7 Describe who is responsible for territorial development. 4.8 Analyse the factors to consider when designing sales territories. 4.9 Describe the importance of reducing sales leakage. 4.10 Describe how computers can help design territories.</p>
<p>5 The importance of sales objectives and quotas and the difference between sales goals and quotas.</p>	<p>5.1 Describe the relationship between sales objectives and quotas. 5.2 Describe why quotas are important. 5.3 Describe the various types of quotas. 5.4 Define the methods for setting quotas. 5.5 Describe the criteria needed for a good quota plan. 5.6 Describe the major areas for establishing objectives. 5.7 Describe how organisations set objectives. 5.8 Describe the selling by objectives process</p>
<p>6 The process for planning for and recruiting successful salespeople; the recruiting process: what it is, who does it, and where recruits are sought.</p>	<p>6.1 Define what sales human resource management is and what its key relationships are. 6.2 Explain the importance of planning for sales personnel needs. 6.3 Define people planning and employment planning. 6.4 Define recruitment and analyse why it is so important. 6.5 Define the recruiting process: what it is, who does it, and where recruits are sought. 6.6 Describe the purposes, importance, and influencing factors of selection and placement. 6.7 Explain the predictors used to make selection decisions. 6.8 Describe the many forms of personnel selection, as well as their differences and similarities. 6.9 Illustrate why the selection, placement, and socialisation of salespeople are extremely important</p>

<p>7 The management of sales training and development program; essential skills to maximise the performance of organisation sales team.</p>	<p>7.1 Define sales training and what its purposes are. 7.2 Describe how to plan a sales training program, including conducting a needs assessment. 7.3 Define who is involved in the staffing of a training program. 7.4 Describe the importance of an effective evaluation system. 7.5 Describe the connection between training and learning. 7.6 Describe the importance of sales knowledge and how such knowledge is developed. 7.7 Explain why the quality customer service is a necessity. 7.8 Explain the many sources of a leader's power and their differences. 7.9 Describe the many facets involved in an integrative sales manager's model of leadership. 7.10 Analyse why supervision, coaching, and counseling are important leadership activities. 7.11 Explain how the use of computer technology can make the salesperson's job easier and better customer service. 7.12 Illustrate how persuasive communication is a fundamental aspect of sales skills development. 7.13 Describe how the selling process as a vital tool for the salesperson and the importance of each step</p>
<p>8 The process of motivating salespeople toward high performance and strategies that you can use to manage and motivate a sales team.</p>	<p>8.1 Define motivation and describe its various elements. 8.2 Design a model for a salesperson's behaviour. 8.3 Analyse the benefits of knowing salespeople personally. 8.4 Discuss that not every member of a sales force can be motivated. 8.5 Discuss that the salesforce and the revenue it brings in is the lifeblood of the business. 8.6 Devise an incentive program to motivate salespeople</p>
<p>9 Why compensation is so important for establishing an effective sales force and motivating commission plan and using compensation plan to operationalise the sales force.</p>	<p>9.1 Demonstrate how to design, implement, and evaluate a compensation program. 9.2 Explain the different types of sales force expenses and transportation. 9.3 Design a total compensation package. 9.4 Describe what is involved in designing a new compensation plan. 9.5 Describe the advantages and disadvantages of the compensation plans</p>
<p>10 The objective of sales control; how sales control function measures the performance of the sales force.</p>	<p>10.1 Describe analysis of sales and marketing costs 10.2 Describe the importance of marketing and sales audits and how they differ. 10.3 Demonstrate that misdirected marketing effort can result in a loss of sales and profit. 10.4 Define sales analysis and what it is used for. 10.5 Describe the important elements involved in marketing cost analysis. 10.6 Identify the problems and opportunities that the</p>

<p>11 Understand why performance appraisals is an excellent method for building a strong and effective sales program.</p>	<p>firm is exposed to</p> <p>11.1 Describe what a performance appraisal involves.</p> <p>11.2 Describe the uses of performance appraisals.</p> <p>11.3 Examine who does the evaluation and how often salespeople should be evaluated.</p> <p>11.4 Describe how performance criteria are developed.</p> <p>11.5 Analyse the importance of evaluating the evaluation system.</p>
<p>Methods of Evaluation: A 2½-hour written examination paper with five essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework in Sales Management with a weighting of 100%.</p>	

Recommended Learning Resources: Sales Management

<p>Text Books</p>	<ul style="list-style-type: none"> • Selling and Sales Management by David Jobber , Geoffrey Lancaster. ISBN-10: 0273695797 • Sales Management: Theory and Practice by Bill Donaldson. ISBN-10: 0333998510 • Selling and Sales Management by David Jobber , Geoffrey Lancaster. ISBN-10: 0273674153
<p>Study Manuals</p> 	<p>BCE produced study packs</p>
<p>CD ROM</p> 	<p>Power-point slides</p>
<p>Software</p> 	<p>None</p>