

## **SALES MANAGEMENT**

### **INTRODUCTION**

This module unit is intended to equip the trainee with knowledge, skills and attitudes that will enable him/her to apply sales management skills in sales and marketing activities.

#### **General Objectives**

By the end of this module the trainee should be able to:

- a. Appreciate the importance of sales management in an organization
- b. Understand the duties and responsibilities of a sales manager
- c. Appreciate the purpose of sales forecasting, planning and sales targeting
- d. Understand the process of recruitment and selection of sales force
- e. Appreciate the importance of training and motivating the sales force
- f. Understand the organization structure of a sales department
- g. Appreciate the importance of setting standards of performance for sales force
- h. Appreciate the purpose of budgeting

### **COURSE UNIT SUMMARY AND TIME ALLOCATION**

TOPIC	SUB-TOPIC	THEORY	PRACTICAL	TOTAL HOURS
INTRODUCTION TO SALES MANAGEMENT	Meaning of sales management Nature and role of sales management Importance of sales management to an organization Relationship between sales management and marketing management	15		15
SALES MANAGEMENT FUNCTION	Sales management functions Duties and responsibilities of sale managers Sale manager's to marketing department	15	10	25
SALES FORECASTING AND PLANNING	Definition sales forecasting and planning Purpose of sales forecasting and planning Techniques of sales forecasting and planning Process of sales target setting	15	10	25
RECRUITMENT AND SELECTION OF SALES FORCE	Job description and job specification Recruitment of the sales force Sources of sale candidates Process of interviewing and selecting the sales force	15	10	25
MOTIVATION AND TRAINING OF SALES FORCE	Building a sales force team Motivation of sale force Management of sales force Methods of training sales force	15	10	25

SALES ORGANIZATION	Organization structure of sales department Determination of a sales force size Establishment of sales territories	5	5	10
BUDGETING AND EVALUATION	Purpose of budgeting Budget determination Purpose of evaluating sales force. Setting performance standards.	10	5	15
EMERGING TRENDS IN SALES MANAGEMENT	Emerging trends and issues in sales management Challenges posed by emerging and issues in sales management Coping with challenges posed by issues in sales management	5	5	10
TOTAL				150