

17BB315-SALES AND DISTRIBUTION MANAGEMENT

Course Objective:

The aim of this course is to enable MBA students to understand Sales Management, Sales Process, role of distribution channels and manage channel partners. They can also emerge as good sales executives and support the organization's efforts towards business development.

Course Outcomes:

At the end of the course students should be able to understand

- Importance of Sales Management
- Sales Planning and Budgeting and characteristics of distribution channels
- Sales force management
- Managing channels

UNIT - I: Introduction to Sales Management: Evolution of Sales Management, importance of Sales Management, types of Selling, difference between Selling and Marketing, Modern Day Sales Activities, Selling Skills, Selling Strategies, Selling Process. Case: Plastic Industries, Inc., The role of Personal Selling in creating Market. (Richard R.Still page no 104,105) Case: United air flow manufacturer of household appliances sales persons job. (Richard R.Still page no 115 to 118)

UNIT - II: Sales Planning and Budgeting: Sales planning process, sales forecasting methods, sales budgeting process, methods used for deciding sales budget, types of quotas and quota setting procedure, reasons for establishing or revising sales territories, routing and scheduling sales persons, market cost analysis. Case: Augsburg Wiesel Ltd, manufacturer of table ware, establishment of sales territories (Richard R Still, Page no 603 to 605) Case: Midland office engineering, establishment of sales budgeting program, (Richard R Still, page no 588 to 589)

UNIT - III: Sales Force Management: Recruitment and selection of the sales force, training the sales force, sales force motivation, sales force compensation, sales force control and evaluation. Case: 1 Adjusting Compensation Plan to Motivate Sales Representatives (K.Sridhara Batt, page no 576 to 577) Case: 2 Sales Force Strategy at Life Insurance Corporation (K.Sridhara Batt, page no 579)

UNIT - IV: Introduction to Distribution Management
Definition of Distribution Management, need for Distribution Channels, Distribution Channels for Rural Markets, designing the Marketing Channels, Motivating and Evaluating Channel Members, Capturing the Customer requirements Case: 1 Fed Ex's Value Chain Solutions, (K.Sridhara Batt page no 618 to 620) Case: 2 The National Handloom Development Corporation. (Tapan K. Panda, Sunil Sahadev page no. 504)

UNIT - V: Managing Channel Institutions Managing Channel Information Systems, Managing Retailers, Wholesalers, Franchisers, Designing Channel Systems, reasons for Channel Conflicts, Managing Conflict, Managing International Channel of Distribution, Ethical issues in Sales and Distribution Management Case: 1 Kinetic Engineering Company, Handling Channel Conflict, (Krishna K Havaladar, Vasant page no 461) Case: 2 Indian Ayurveda Pharmacy Limited, (Tapan K. Panda, Sunil Sahad page no 719) MBA R13 51

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Assigning role play situations to improve the selling skills of the students.
2. Giving case let to improve the analytical and decision making skills of the students.
3. Asking the students to design the distribution channels by giving them some products.

Text Book

1. Krishna K Havaladar, Vasnt M Cavale, Sales and Distribution Management, 2nd edition, TMH, 2011.
Journals: Indian Journal of Marketing, MICA Communications Review.

References

1. Tapan K. Panda, Sunil Sahadev Sales and Distribution Management ,2nd edition Oxford.
2. S.L. Gupta, M.K.Rampal , Cases in Sales and Distribution Management, HPH, 2009.
3. Dinesh kumar, Marketing Channels ,Oxford ,2012
4. Richard R Still, Edward W Cundiff, Norman A P Govoni, Sales and Distribution Management, 5 th edition, Pearson, 2011.

5. Anne T Coughlan, Erin Anderson, Louis W Stern, Adel I Ei Ansary, R.C.Natarajan, Marketing Channels, 7th edition, Pearson, 2011.
6. Mark W Johnston, Greg W Marshall, Sales Force Management, 9th edition, TMH, 2009.
7. Dr.S.L.Guptha, Sales and Distribution Management, 2nd edition, Excel books, 2010.