

ADE 606 Sales Management

Credits: 3 semester (4 quarter)

DESCRIPTION

Sales Management has its origin in Sales Administration since initially the administrator was responsible for planning, organizing, integrating and controlling sales. Over time business saw the need to create a Sales Manager, which gave rise to the systematization of commercial activities within modern management and the emergence of both separate and complementary management of marketing. Hence Sales Management and Marketing Management are tied and interrelated.

Below are some prominent viewpoints regarding what defines sales management:

- "Guide, directing, and controlling the efforts of a group towards a common goal." (Newman)
- "The responsibility of sales management is to make sure that the projected sales goals are met through the efforts of its dealers and not in spite of them: This means that the sales manager must create and maintain a stable team of vendors, both productive and satisfied." (John Lidstone in SALESMEN ON THE JOB TRAINING)
- "Generally, the more professionals the sellers are, the more professional the Management" (Benson P. Shapiro, Program Management Sales).

OBJECTIVES

- Know the functions of sales management and its relationship to resources, assets and inventory of the company
- Designing the Sales Strategy in terms of objectives and Business Idea
- Develop a Sales Plan and Sales budget, by analyzing the design of ones structure
- Manage the human resource in the area of sales through training and education

CONTENTS

UNIT	1	
Sales Management COMPETENCY: Know the functions of sales management and its relationship to resources, goods and inventory		
Knowledge	Skills	Values
Know the functions of sales management and its relationship to resources, assets and inventory of the company.	Known functions and management of sales and its relationship to resources, assets and inventory of the company. Correctly interpreted the functions and the profile of Sales Manager.	Carry out each of the functions of sales management with responsibility and honesty. Understand and distinguish the role of Sales Manager, with clarity and certainty.

Assignment:

- Conceptualizations and definitions of real resources, inventories, strategy.
- The Sales Managers functions that relate to work ethic.
- Investigate what resources the Sales Manager manages and for what purpose.

UNIT	2	
The Sales Strategy COMPETENCY: Design sales strategy based on the objectives and the business idea		
Knowledge	Skills	Values
Designing the Sales Strategy in terms of objectives and business idea.	Design Sales Strategy based on the objectives and the business idea. Analyzes the impact of the implementation of the strategy, contrasting with the reality of the market.	Design sales strategy with foresight and thoroughness. Analyze the impact of the implementation of the strategy with precision and reliability.
Assignments: <ul style="list-style-type: none"> • Conceptualizations and definitions of sales strategy and internal analysis; market analysis. • The different kinds of strategies and customer sales. • Investigate the relationship with the Sales Strategy Product Innovation and changes in market. 		

UNIT	3	
Sales Plan and Sales Budget COMPETENCY: Formulate a Plan of Purchase and Sales Budget by analyzing the design of ones sales structure.		
Knowledge	Skills	Values
Sales Plan and Sales Budget. Formulate the Sales Plan and Sales Budget, by analyzing the design of ones structure.	Formulate the Plan Purchase and Sales Budget, by analyzing the design of ones sales structure. Apply knowledge in the development of a Sales Plan and Budget, actual or simulated.	Proceed with responsibility and respect for the rules and regulations of the Sales Department. Discern and act with integrity and speed the process of planning and budgeting.
Assignment: <ul style="list-style-type: none"> • Conceptualizations and definitions of sales plan, sales budget, forecast and sales quota • Different Stages of Planning Sales Management and methods of budgeting. • Investigate the allocation for research and development of new products within the sales budget. 		

UNIT	4	
Personnel Management for Sales COMPETENCY: Manage the human resource in the area of sales through education and training.		
Knowledge	Skills	Values
Sales Management Staff. Manage the Sales Area through education and staff training.	Manage Human Resource in the Sales Area through training and education. Analyze the cost of investment, compared to the benefit gained in terms of	Design sales strategy with foresight and thoroughness. Analyzes the impact of implementation and execution of the training program and staff training for sales.

	performance, productivity, efficiency, organizational culture and improvements of the quality of the processes.	
Assignment: <ul style="list-style-type: none"> • Conceptualizations and definitions of sales plan, sales budget, forecast and sales quota. • Different Stages of Planning Sales Management and budgeting methods. • Investigate the allocation for research and development of new products within the Sales Budget. 		

ASSESSMENT

Quizzes & assignments: 60%

Final project: 40%

REFERENCES

AUTHOR	TITLE	YEAR
William Stanton	Mercadotecnia y Ventas	2004
Robert J. Calvin	Gerencia de Ventas	2000