

Course unit title:	Sales Management		
Course unit code:	ABSM 204		
Type of course unit:	Elective		
Level of course unit:	Bachelor (1st Cycle)		
Year of study:	3		
Semester when the unit is delivered:	5 (Fall)		
Number of ECTS credits allocated :	6		
Learning outcomes of the course unit:	<ol style="list-style-type: none"> 1. a. Recognize the importance/nature of sales management. b. Understand the complementary function of sales management in relation to the other promotional methods/tools. 2. Apply the theory of personal selling process. 3. Outline the concept of relationship selling. Outline the essential selling skills. 4. Evaluate the attributes of effective sales personnel and compare the various compensation methods. 5. Design effective sales presentations and plan for effective sales training schemes. 		
Mode of delivery:	Face-to-face		
Prerequisites:	ABSM101	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<p>Changing Word of Sales Management</p> <ol style="list-style-type: none"> a. Overview of the sales person b. Sales management process c. Sales management trends d. Effective Sales Managers <p>Overview of Personal Selling</p> <ol style="list-style-type: none"> a. Building long term relationships b. Contributions of personal selling <p>Organizational Strategies and the Sales Function</p> <ol style="list-style-type: none"> a. Customer Relationship Management b. Marketing strategy and sales force c. Organizational buyer behaviour <p>Sales Organization Structure and Sales Force Development</p> <ol style="list-style-type: none"> a. Sales organization structures b. Comparing sales organization structures <p>Staffing the Sales Force: Recruitment & Selection</p> <ol style="list-style-type: none"> a. Importance of recruitment and selection b. Recruitment and selection process c. Legal and ethical considerations in recruitment and selection <p>Development of the Sales Force: Sales Training</p> <ol style="list-style-type: none"> a. Role of sales training in sales force b. Sales training as a crucial investment c. Ethical and legal issues <p>Sales Leadership</p> <ol style="list-style-type: none"> a. Contemporary views of sales leadership b. A leadership model for sales management c. Problems in Leadership 		

	<p>Motivation and Reward System</p> <p>a. Types of sales force rewards b. Financial compensation c. Non financial compensation d. Guidelines for motivating and rewarding sales people</p> <p>Evaluating the Performance of Sales People</p> <p>a. Sales person performance evaluations</p>
Recommended and/or required reading:	Ingram, T. N., LaForge, R., Avila R. A, Schwepker C. H, Williams M. R. (2015) Sales Management: Analysis and Decision Making (9th Edition). Routledge
Textbooks:	Ingram, T. N., LaForge, R., Avila R. A, Schwepker C. H, Williams M. R. (2015) Sales Management: Analysis and Decision Making (9th Edition). Routledge
References:	Jobber, D. and Lancaster, G. (2006) Selling and Sales Management (7 th Edition). Prentice Hal
Planned learning activities and teaching methods:	The Methodology used included lecturing based on the lecture's power point presentations, discussions, reference to real life examples related to the main marketing issues taught, as well as to the students' business background, analysis of case studies.
Assessment methods and criteria:	<ul style="list-style-type: none"> • Participation in class - Class presentation: 10% • Mid-term test: 15% • Mid-term assignment 15% • Final exam: 60%
Language of instruction:	English
Work placement(s):	Not applicable