AXIAM Technical and Community College

MKSM 2602: Sales Territory Management

A. COURSE DESCRIPTION

   Credits: 3
   Lecture Hours/Week: 3
   Lab Hours/Week: *.*
   OJT Hours/Week: *.*
   Prerequisites:
   This course requires the following prerequisite
   MKTG 1515 - Selling Principles and Practices (Number of Years Valid: 5)
   Corequisites: None
   MnTTC Goals: None

   Learners understand and realize the importance of self-management, self-motivation, and the ability to objectively analyze and improve their own performance. Learners determine, identify, and manage the market opportunities, current and potential customers, and work with them successfully. Learners understand the use of technology-based management tools in managing a sales territory. Learners are exposed to CRM and mapping software, PDAs, Internet, E-mail, and telephone. Prerequisite: MKTG1515.

B. COURSE EFFECTIVE DATES: 07/02/2003 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

   1. Understand the management responsibilities of a territory manager.
   2. Compare and contrast the differences in sales territory management and other types of sales.
   3. Learn how to lead and motivate others within the distribution channel.
   4. Explore the use of technology and various communication methods to promote territory management effectiveness.
   5. Learn time management skills.
   6. Analyze a territory for potential sales and opportunities.
   7. Understand how to classify accounts and prioritize activities.
   8. Utilize various software programs to analyze, prioritize, and track sales territory activity.
   9. Create a comprehensive business plan for a business to business sales territory.

D. LEARNING OUTCOMES (General)

   1. The learner will create a comprehensive sales territory plan.
   2. The learner will demonstrate proficiency using technology to communicate, manage information, and make decisions.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

   None

F. LEARNER OUTCOMES ASSESSMENT

   As noted on course syllabus

G. SPECIAL INFORMATION

   None noted