

Minnesota State College Southeast

RESL 2222: Sales Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course is designed to present basic principles of sales management. The course will help the student to understand the organization and functions of managing a selling force. Coverage includes information on budgeting, setting sales goals, leading a sales force and measuring sales force performance in the field.(Prerequisite: Instructor Approval) (3 credits: 3 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 09/28/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Analyze sales force activity reports
2. Analyze sales force cost/profitability
3. Analyze sales force performance
4. Apply listening techniques
5. Assign sales force quotas
6. Assign sales force responsibility
7. Coach sales force
8. Communicate team goals
9. Conduct sales meetings
10. Create sales force measurements standards
11. Create team environment
12. Critique sales force performance
13. Describe sales competition analysis importance
14. Describe sales department policies/procedures
15. Describe sales force ethics importance
16. Describe sales force support importance
17. Describe sales management purpose
18. Describe sales organization hierarchy
19. Describe salesperson recruitment process
20. Describe strategic sales planning importance
21. Design sales plan
22. Determine sales force size
23. Determine salesperson qualifications
24. Determine training focus
25. Estimate sales demand
26. Examine sales force performance
27. Forecast sales
28. Identify management legal issues
29. Make sales force decisions
30. Manage sales force
31. Monitor sales activity reports
32. Motivate sales force
33. Plan sales meetings
34. Prepare competitive analysis
35. Provide sales force support
36. Solve sales force problems

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted