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