

MAKT 441 : Sales Management

Sales management functions of recruiting and hiring, training and assimilating, planning, controlling and motivating, leadership, direction, and evaluation of the sales force and includes sales analysis; the role of personal selling in the promotional mix and sales objectives of management.

Credits 3

CIP Code

52.0299

Prerequisites

or any 3 credit hours MATH. LIBR 150 may be taken concurrently.

Prerequisite Courses

LIBR 150

MAKT 302

MATH 110

Course Outcomes

After successfully completing the course, the learner will be able to:

- Demonstrate an understanding of the sales process.
- Demonstrate an understanding of the relationship between organizational and sales strategies and the sales function.
- Demonstrate an understanding of methods for deploying a sales-force.
- Demonstrate an understanding of activities involved in recruiting and selecting salespeople.
- Demonstrate an understanding of methods for developing sales training programs.
- Distinguish between sales force leadership and supervision and demonstrate an understanding of what is involved in each.
- Demonstrate an understanding of the use of information from the text as a framework to research and study current companies that have either successfully or unsuccessfully implemented sales management strategies and practices.
- Demonstrate an understanding of methods for motivating and rewarding a sales force.
- Demonstrate an understanding of how to evaluate both sales organization effectiveness and salespeople's performance;
- Demonstrate an understanding of the 7 Habits of Highly Effective People and indicate practice of these habits.
- Demonstrate an understanding the roles and responsibilities of sales managers including, but not limited to: recruiting, training, planning, organizing and motivating sales personnel to achieve specific goals.
- Demonstrate an understanding of the critical importance of sales management and its impact on a company's overall success or failure in marketing and achieving specific operational objectives.