

MGNT 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; role of personal selling in promotional mix and sales objectives of management. (cross-references with **MAKT 411**).

Credits 3

CIP Code

52.0299

Prerequisites

or any other MATH. LIBR 150 may be taken concurrently.

Prerequisite Courses

ENGL 111

LIBR 150

MGNT 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.