

# MKT or COM

## 3200 Sales Management

Syllabus  
3 Semester Hours

- Rationale:** With the increasing number of individuals involved in the selling process in our society, there is an increasing demand for effective sales management. The knowledge and skill required of sales leaders exceeds the understanding and ability involved in basic selling.
- Purpose:** The focus of this course is on the overall management of the sales process. Major concerns are organization and planning, time and territory management, motivation and goal setting, analysis and cost control, and group presentations. The course attempts to build on a basic understanding of the sales process by adding management understanding and skill.
- Format:** The classroom instruction will consist of attendance at the week long training meetings (50 hours of instruction), as well as, twelve two-hour seminars throughout the summer. It will consist of lecture, role play, group discussion, and group presentations on the part of the student. The instruction will be more experiential in comparison to the prerequisite course but will still involve formal instruction.
- Assignments and Evaluation:** Your evaluation will be based on the following factors:  
\*Attendance during the lecture sessions and group meetnigs  
\*Leader’s evaluation and recommendation (to be submitted by Southwestern Sales Manager  
\*Written self-evaluatoin  
\*Sales performance in the field experience  
\*Essay

The final essay assignment is described in this section.

## 3200 Seminar: Sales Management

### Essay Assignment Instructions

Name: \_\_\_\_\_ Account # \_\_\_\_\_

e-mail address: \_\_\_\_\_

Address: \_\_\_\_\_  
(Where you wish to receive your grade report)

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

SSN: \_\_\_\_\_

Sales Manager's Name: \_\_\_\_\_

### ASSIGNMENT:

#### PART I:

Write an essay (1000 words minimum, typed, double spaced) which addresses the following issues concerning sales training:

- \* Define effective sales management.
- \* Discuss the primary responsibilities of a sales leader including the following: planning, organizing, sales area management, motivation, goal setting, sales analysis and evaluation of sales people.
- \* What additional selling skills are required in sales management?
- \* If you had to identify the single most important element in successful sales management, what would you choose and why?
- \* As a field sales leader, how would you apply situationsl leadership theory in the following three situations:
  1. A team of rookies who are excited, but inexperienced;
  2. At the second or third week of the summer, the team has a little experience, but wavering commitment levels; and
  3. A team that is mid-way through the summer who know what to do, but are not motivated.

Your essay should discuss these questions and elaborate as much as possible.

#### Part II: Self Evaluation

This form and the Self-Evaluation form on pages 141 and 142 MUST be completed as a part of the course requirements. **It is YOUR responsibility to submit all written work and evaluation forms to:**

College Credit Program  
Southwestern Marketing Department  
PO Box 305140  
Nashville, TN 37230  
USA  
or lscaling@southwestern.com