

**COURSE OUTLINE—NEW COURSE FOR BAS SUPERVISION AND
ORGANIZATIONAL MANAGEMENT
MAR4403—SALES AND SALES FORCE MANAGEMENT**

I. COURSE NUMBER AND TITLE

MAR4403 – Sales and Sales Force Management

II. COURSE DESCRIPTION

MAR4403 is a 3 credit hour course addressing the management of an organization's personal selling function. Specific topics in will include the personal selling function, the strategic role of the sales function, designing sales organizations, recruiting, selecting, developing, motivating, and evaluating the sales force.

III. RATIONALE

The Bachelor of Applied Science in Supervision and Organizational Management (BAS SOM) program is designed to equip students with technical and applied management skills, enabling them to enhance the productivity and efficiency of organizations. MAR4403 is a required course for completion of the Management concentration in the BAS SOM program and will introduce students to the manager's role in sales and sales force management. Students will enroll in this course during their second year in the program.

IV. IMPACT ASSESSMENT

This is a required course for students focusing in the general management concentration. Prerequisites: MAN 3930, at minimum an AA or AS degree, college admission requirements, and admission to the SOM degree program, or with departmental permission. The course will require additional course loads for existing faculty or the hiring of part-time faculty.

V. COURSE LEARNING OUTCOMES (SOM Program Outcome)

1. Develop problem solving and decision making skills required of successful sales force managers, including fundamental sales skills, management skills, and the ability to train, lead, inspire, and supervise a sales team. (MA #4)

VI. GENERAL OBJECTIVES OF THE COURSE

1. Evaluate the role of sales management in the marketing process.
2. Integrate the various aspects of the sales management process to include planning, staffing, administering, and controlling the selling function.

3. Develop an understanding of the nature and role of the sales management function and apply current sales management practices to address relevant managerial issues.
4. Evaluate the unique challenges facing sales managers to coordinate the selling process with finance, accounting, and other business components of the firm.
5. Analyze the relationship between sales management and the other marketing functions.
6. Recognize how personal ethics, how the firm's ethics, and how society in general are affected by sales and sales management.

VII. TOPICAL OUTLINE

1. The Life, Times, and Career of the Professional Salesperson
2. Relationship Marketing: Where Personal Selling Fits
3. Ethics First... Then Customer Relationships
4. The Psychology of Selling
5. Communication for Relationship Building
6. Sales Knowledge: Customers, Products, Technologies
7. Prospecting – The Lifeblood of Selling
8. Planning the Sales Call
9. Which Sales Presentation Method to Use
10. Begin Your Presentation Strategically
11. Elements of a Great Sales Presentation
12. Welcome Your Prospect's Objections
13. Closing Begins the Relationship
14. Service and Follow-Up for Customer Retention
15. Time, Territory, and Self-Management
16. Planning, Staffing, and Training Successful Salespeople
17. Motivation, Compensation, Leadership, and Evaluation of Salespeople
18. Selling Globally

VIII. SUGGESTED METHODS OF INSTRUCTION

1. Lecture
2. Case studies
3. Online resources

IX. SUGGESTED METHODS OF EVALUATION

1. Quizzes
2. Individual projects
3. Class discussions
4. Exams

X. TEXTBOOK

Futrell, Charles M. 2014 *Fundamentals of Selling*. 13th ed, McGraw-Hill/Irwin, ISBN-13 9780077861018