



SALES MANAGEMENT

Objectives:

The aim of this course is to introduce students to the principles, practice and skills necessary to achieve success in the field of sales management. The importance of sales management as a key element of a marketer's promotional mix is stressed as is the need for professionalism in sales management. Since sales management is a practical "hands-on" function, it is essential that students appreciate that application of the principles covered by this course is the critical requirement for success. While this can ultimately only be done in a practical setting, students shall be expected to analyse appropriate case studies and to present solutions to the problems posed.

Content:

- The job of sales management
- Planning the sales effort
- Developing the sales force
- Directing the sales force
- Evaluating sales force performance

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