



Undergraduate programmes

Syllabus

Sales Management 1

Module Code: SAM001
Credits: 20
IMM GSM: Year Level: 1
NQF Level: 5
Nature: Core
Status: Undergraduate

Module Specific Outcome/s

The objective of this module is to introduce the principles, practice and skills necessary to achieve success in the field of sales management.

Description of Units

	Description	Learning Outcomes
1	What is relationship selling?	Understand and explain the essence and value of relationship selling and sales management. Use information for understanding sellers and buyers. Discuss value creation in buyer-seller relationships. Understand and discuss the ethical and legal issues in relationship selling.
2	Elements of relationship selling.	Apply and discuss prospecting and sales call planning. Discuss and communicate the sales message. Discuss and negotiate win-win sales solutions. Close the sale and follow-up. Discuss and apply time and territory management.
3	Managing the relationship-selling process.	Understand and discuss salesperson performance with specific reference to behaviour, motivation, and role perceptions. Apply all the concepts relating to the recruitment and selection of salespeople. Understand the objectives of sales training and develop, and execute successful sales training programmes. Discuss salesperson compensation and incentives. Evaluate the performance of salespeople.