

**A syllabus along with a course completion certificate**



## SYLLABUS – VALUE-ADDED COURSES

COURSE CODE	COURSE NAME	SEMESTER	CATEGORY
22VAC19	SALES FORCE MANAGEMENT	IV	VAC
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>➤ To help students understand the role and importance of sales management in achieving organizational goals and objectives.</li> <li>➤ To help students develop sales strategy and planning skills, including creating and implementing a sales plan, identifying and analyzing sales opportunities and threats, and optimizing sales performance and productivity.</li> <li>➤ To help students learn how to manage and motivate sales teams, including recruiting and training sales personnel, developing and implementing sales incentive programs, and monitoring and improving sales team performance.</li> </ul>			
<b>LEARNING OUTCOME:</b> Increased confidence: Participants will feel more confident in their abilities and knowledge related to the course content, which can translate into improved performance and success in their personal and professional lives.			

UNIT I	MODULE-1	10
Introduction to Sales the Sales Process & Sales Management - Types/Kinds of Sales and Why People Buy - Issues in Sales Management - Sales Force Planning - Forecasting - Compensation - Strategic Sales Issues - Situations where Personal Selling is more Effective than Advertising - Types of Selling Situations - Types of Salespersons		
UNIT II	MODULE-2	10
Process of Personal Selling - Process of Effective Selling - Prospecting - Pre-approach - Approach - Presentation and Demonstration - Handling the Objections - Closing the Sales - Post sale Activities - Qualities of a Successful Salesperson		
UNIT III	MODULE-3	10
Sales Forecasting - Sales Budget Sales Quotes - Sales Territories - Sales Controlling - Sales Cost Analysis - Performance Appraisal of Sales Personnel - Emerging Issues in Selling Aspects - Ethical and Legal Aspects of Selling - Measure for Making Selling an Attractive Career - Recent Trends in Selling		

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15/11/2023  
Principal