

Module Documentation



MGMT07030

Sales Management

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MGMT07030 Sales Management

Short Title	Sales Management		
Full Title	Sales Management		
Attendance	N/A	Discipline	345 MANAGEMENT & ADMIN
Coordinator	Monica Nielsen	Department	Business
Co Author(s)	Monica Nielsen		
Official Code	MGMT07030	NFQ Level	07
		ECTS Credit	05

Module Description

The aim of this module is to develop the students understanding of the key elements of managing the sales process and developing an effective sales team.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Critically evaluate the tasks and processes involved with managing a sales force and the selling process in international markets,
2. Demonstrate awareness of the key issues involved in organising an effective sales force,
3. Assist in the recruitment, selection, training and development of a sales force,
4. Evaluate the use of technology and customer relationship management systems to manage the sales force and the sales process.
5. Demonstrate an understanding of methods used in the evaluation and control of the sales force performance.

Teaching and Learning Strategies

The module will be taught predominantly through a combination of lectures, guest lectures, class discussions, and practical exercises. Case studies will be used to examine professional selling in practice, and students will be encouraged to monitor current developments in selling and management of the sales process. The focus of this class will be on the understanding of theory, and students will implement their knowledge and skills through their continuous assessment work. Attendance at both lectures and tutorials is essential

Assessment Strategies

Assessment will be based on a combination of continuous assessment (30%) and a final examination (70%).

Continuous Assessment: class participation and written case analysis will be used to test the students ability to assess a situation and use the class' topics to develop a solution.

Repeat Assessment Procedures

Repeat Assessment will be a written exam

Assessment Facilities

Provision for guest lecturers to speak to the students.

Attendance at sales conferences/ seminars where appropriate.

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

Introduction to Sales Management in 21 st Century

Intro to the selling process and sales management, theories of buying and selling, key sales trends, impact of environment on selling, sales managers job at a tactical, operational and strategic level.

International Selling

The importance and complexity of international selling, the international sales process, organizing and managing the international sales effort, special issues affecting international selling and sales management

Developing the Sales Force

Sales force planning and organising. recruiting and selecting the sales force, salesforce size and structure, key account selling and team selling. Technology and sales, using customer relationship management systems in sales management.

Managing and Directing Sales Force Efforts

Sales forecasting, Types of forecasts - qualitative and quantitative techniques, use of computer software in sales forecasting, Sales budgeting, leadership in selling, managing sales force performance, motivating and rewarding sales people, developing a compensation plan.

Controlling and Evaluating Sales Force Performance

Sales volume, costs and profitability analysis, evaluating sales people performance, coaching, providing feedback, ethics in selling.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	30 %
End of Semester / Year Formal Examination	70 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Class participation	1,2,3,4,5	10	OnGoing
Assessment	1,2,3,4,5	20	Week 9

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam	1,2,3,4,5	70	End of Term

ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Not Specified	Lecture	2	Weekly	2.00
Tutorial	Not Specified	Tutorial	1	Weekly	1.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Jobber,D. & Lancaster, G. 2014, Selling and Sales Management, 9ed. Prentice Hall.

Guenzi, P & Geiger, S. 2011, Sales Management, A Multinational Perspective, Palgrave Macmillan

Hair, Anderson, Mehta and Babin, 2015, Sales Management, South Western Cengage Learning.

Johnston, M.C., Churchill, Ford & Walker, 2013, Sales Force Management, Routledge.

Singh, R. 2013, Customer-Orientated Sales Management Practices: Text and Cases, Business Expert Press.

Enns, S. A. 2011, Action Plan for Sales Management, B2B Sales Connections.

Manning, Reece, & Ahearn, 2010, Selling Today, Creating Customer Value, 11ed. Pearson International Edition.

Churchill, Ford & Walker, 2009, Sales Force Management, 9ed International, Mc Graw-Hill.

Johnston, M & Marshall, G, 2012, Sales Force Management, Financial Times Prentice Hall.

Module Alternate Book Resources

None

Module Other Resources

Provision for guest speakers and attendance at seminars

Module URLs

www.salesinstitute.ie The Sales Institute of Ireland

www.salesmanagement.org The Sales Management Association (International)

www.sellingpower.com Selling Power (Sales management articles)

www.hbr.org Harvard Business Review

www.ismm.co.uk The Institute of Sales and Marketing Management

www.salesandmarketing.com Sales and Marketing Management

www.salesforce.com Salesforce - Customer relationship management (CRM) software.

www.salesandmarketing.com Journal of Sales and Marketing Management

www.jpssm.org Journal of Personal Selling and Sales Management

Ebooks

Doe, E. 2012, Principles of Sales Management

Additional Information

None

ISBN BookList

Book Details

David Jobber 2014 *Selling and Sales Management (9th Edition)* Prentice Hall

ISBN-10 0273762656 ISBN-13 9780273762652

Mark W. Johnston 2013 *Sales Force Management: Leadership, Innovation, Technology - 11th edition* Routledge

ISBN-10 0415534615 ISBN-13 9780415534611

2011 *Sales Management: A Multinational Perspective* Palgrave Macmillan

ISBN-10 0230245951 ISBN-13 9780230245952

Approval Information

School Approval by Deirdre Lusby on 25-03-2015

Academic Council on 25-05-2015

Programme Membership

Code	Intake Year	Programme Title
GA_BBUAG_H08	201500	Bachelor of Business (Honours)
GA_BBENG_H08	201500	Bachelor of Business (Honours) with Entrepreneurship
GA_BBUSG_B07	201500	Bachelor of Business

GA_BMASG_B07	201500	Bachelor of Business in Marketing and Sales
GA_BBENG_B07	201500	Bachelor of Business with Entrepreneurship
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales