

# **Sales & Distribution Management**

## **1. Sales Management**

- 1.1. Introduction: Definition and Meaning, Role of Sales Management In Marketing
- 1.2. Salesmanship: Meaning, Types, Specific Characteristics of a Successful Salesman

## **2. Personal Selling Process:**

- 2.1. Personal Selling Process and Relationship Management –
- 2.2. Selling To Individuals & Institutions
- 2.3. Planning Sales Calls
- 2.4. Types of Calls
- 2.5. Tools for Personal Selling
- 2.6. Use of Technology in Effective Selling

## **3. Sales Organization**

- 3.1. Importance of Sales Organizations
- 3.2. Types of Sales Organization
- 3.3. Sales Managers Functions and Responsibilities
- 3.4. Planning For Major Customers and Sales Budget

## **4. Sales Forecasting**

- 4.1. Concept of Forecasting, Importance
- 4.2. Sales Forecasting Methods

## **5. Recruiting Sales Force**

- 5.1 Procedures and Criteria for Recruiting and Testing Sales Ability
- 5.2. Sales Force Job Analysis and Description

## **6. Sales Training**

- 6.1. Knowledge of Company, Product, Industry, Market Trend and Customer
- 6.2. Methods of Training

## **7. Motivating the Sales Team**

- 7.1 Motivation Programs: Monetary and Non-Monetary Compensation
- 7.2. Supervising

## **8. Evaluating Sales Force Performance and Controlling Sales Activities:**

- 8.1. Sales Records and Reporting Systems
- 8.2. Improving Sales Productivity
- 8.3. Ethical and Legal Issues In Sales Management

## **9. Physical Distribution: Concept, Objectives, Significance**

- 9.1. Logistics & Participants in Physical Distribution Process
- 9.2. Components of Physical Distribution: Order Processing, Material Handling, Transportation, Warehousing, Inventory Management

## **10. Marketing Channels: Definition, Need, Functions & Importance**

- 10.1. Different Forms of Channels: Structure, Conventional & Unconventional
- 10.2. Marketing Channels for Consumer, Industrial Goods & Services
- 10.3. International Marketing Channels

## **11. Retailing: Importance, Functions**

- 11.1. Types of Retailers

**12. Wholesaling: Importance, Functions**

12.1. Types of Wholesalers

**13. Channel Management: Selection Criteria**

13.1. Control & Evaluation of Channel Members

**14. Channel Conflicts: Meaning, Types**

14.1. Techniques to Resolve Channel Conflicts

**15. Supply Chain Management:**

15.1 Concept, Significance and Components