

## Management of Field Sales

<b>Course Code</b>	21BA201A	<b>Year</b>	I	<b>Semester</b>	II
<b>Course Category</b>	Open Elective	<b>Branch</b>	Business Administration	<b>Course Type</b>	Theory
<b>Credits</b>	2	<b>L-T-P</b>	2-0-0	<b>Prerequisites</b>	Marketing Management
<b>Continuous Internal Evaluation</b>	30	<b>Semester End Evaluation</b>	70	<b>Total Marks</b>	100

### Course Outcomes

Upon successful completion of the course, the student will be able to:

<b>CO1</b>	Understand the evaluation of management field sales and basic concepts related to field sales.	<b>L2</b>
<b>CO2</b>	<b>Analyze</b> the sales forecasting and budgeting methods relating to sales.	<b>L4</b>
<b>CO3</b>	<b>Apply</b> the various business situations for Solution Selling, Buying Process Fundamentals.	<b>L3</b>
<b>CO4</b>	<b>Analyze</b> the Account based sales management, Adaptive Selling strategy and Interactions for the sales person.	<b>L4</b>
<b>CO5</b>	<b>Analyze</b> the Adaptive Sales Closing, Service management post-sales and Personal Development for the Sales manager.	<b>L4</b>

### Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2-Medium, 1-Low)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
<b>CO1</b>	3	3	3	-	-	-	-	-	-	3	-	3	3
<b>CO2</b>	3	3	3	-	-	-	-	-	-	3	-	3	3
<b>CO3</b>	3	3	3	-	-	-	-	-	-	3	-	3	3
<b>CO4</b>	3	3	3	-	-	-	-	-	-	3	-	3	3
<b>CO5</b>	3	3	3	-	-	-	-	-	-	3	-	3	3

### SYLLABUS

<b>Unit No.</b>	<b>Contents</b>	<b>Mapped CO</b>
<b>I</b>	Evolution of Field Sales, Concepts of field sales, Relationship driven Selling-Fundamentals, and Value based Selling strategies.	<b>CO1</b>
<b>II</b>	Communication for Sales, Theoretical Foundation Product Life Cycle (PLC), Sales forecasting and budgeting.	<b>CO1</b> <b>CO2</b>
<b>III</b>	Products and Solutions, Approaches for Solution Selling, Buying Process Fundamentals, Opportunity classifications	<b>CO1</b> <b>CO3</b>
<b>IV</b>	Account based sales management, Adaptive Selling strategy, Consultative Interactions for the sales person, Pitching and Presentation, Sales Negotiation.	<b>CO2</b> <b>CO4</b>
<b>V</b>	Adaptive Sales Closing, Service management post-sales, Managing Sales Teams, Sales Automation, Personal Development for the Sales manager.	<b>CO1</b> <b>CO5</b>

**Case Study Compulsory.** Relevant cases have to be discussed in each unit.

## Learning Resources

### **Text Books:**

1. Philip Kotler (2003), "Marketing Management", 11/e, Pearson Publishers, New Delhi.
2. Hair, Anderson (2010), "Sales Management", Engage Learning, New Delhi.

### **Reference Books:**

1. Mark W Johnston (2009), "Sales Force Management", TMH, New Delhi.
2. Richard R Still (2011), "Sales Management", Pearson Education, New Delhi.
3. Tony Carter (2008), "Sales Force Management", Jaico Publishing House, New Delhi.

### **e- Resources & other digital material:**

1. [https://onlinecourses.nptel.ac.in/noc21\\_mg29/preview](https://onlinecourses.nptel.ac.in/noc21_mg29/preview)
2. <https://www.repsly.com/blog/field-team-management/field-sales-management-4-key-strategies>.
3. <https://www.leadsquared.com/what-is-field-sales/>