



## Lahore University of Management Sciences

### MGMT 314 – Sales Force Management Spring 2011-2012

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Course URL (if any)	

<b>Course Basics</b>			
Credit Hours	4		
Lecture(s)	Nbr of Lec(s) Per Week	2	Duration: 30 Minutes
Recitation/Lab (per week)	Nbr of Lec(s) Per Week	NA	Duration: NA
Tutorial (per week)	Nbr of Lec(s) Per Week	NA	Duration: NA

<b>Course Distribution</b>	
Core	ACF
Elective	All other Majors
Open for Student Category	Sophomore, Junior & Seniors
Close for Student Category	Freshman

<b>COURSE DESCRIPTION:</b>
<p>Continual changes in economic, social &amp; cultural fronts have required the business organizations to become more market oriented-more responsive to customers. The role of sales force is expanding greatly in these changing times. Now the sales persons are engaged in consultative relationship with their customers. They are expected to solve customer problems, not just sell products.</p> <p>As the nature of personal selling changes, so does the role of Sales Manager. Today's Sales managers are viewed as "Team leaders" rather than bosses. Managers in this century are being asked to manage multiple sales channels, such as telemarketing, e marketing as well as field sales people.</p> <p>Keeping in view the spectrum of Sales Manager activities, following three steps frame work explains in details the three interrelated, sequential processes, each of which influences the various determinants of salesperson performance.</p> <p><b>*The Formulation of Strategic Sales Program:</b></p> <p>It involves organizing and planning the company's overall selling efforts &amp; integrating these efforts with the other elements of the firm's marketing strategy.</p> <p>Few of the key areas are the formulation of account management policies, ways of organizing the sales force, and methods for estimating demand, setting quotas, and designing sales territories.</p> <p><b>*The Implementation of Sales Program:</b></p> <p>It includes selecting appropriate sales personnel, designing, implementing policies and procedures that will direct their efforts towards the desired objectives.</p>

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