South Central College

MGT 2800  Sales Management

Course Outcome Summary

Course Information

Description
This course covers the basic principles of sales management. The course will help the student to understand the organization, staffing, training, directing, planning, and evaluation of a sales force.

Total Credits 3

Types of Instruction

Instruction Type Credits/Hours
Classroom Presentation

Pre/Corequisites
none

Institutional Core Competencies

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Course Competencies

1. Provide an Overview of the Field of Sales Management
   Learning Objectives
   Describe sales management purpose
   Explain sales organization theory
   Determine sales training focus
   Identify sales force responsibility
   Examine career paths in sales management
   Assess team environment

2. Define Strategic Sales Force Management
   Learning Objectives
   Determine strategic sales plan
   Present a strategic sales plan
Prepare a competitive analysis
Identify listening techniques
Apply sales force coaching
Analyze sales force support

3. **Describe Profiling and Recruiting Salespeople**
   Learning Objectives
   - Develop salesperson recruitment process
   - Create sales force measurement
   - Analyze personal selling and marketing mix
   - Explain sales force decisions
   - Determine sales force size
   - Describe market specialization

4. **Develop a Sales Training Program**
   Learning Objectives
   - Explain staffing process
   - Apply number of people wanted
   - Identify current problems
   - Describe techniques of supervision
   - Describe territory assignment
   - Explain a complete sales meeting

5. **Identify Sales Force Motivation**
   Learning Objectives
   - Analyze sales force performance
   - Analyze motivation techniques
   - Explain motivation techniques
   - Plan sales meeting
   - Analyze sales force problems
   - Apply motivation program analysis

6. **Describe Sales Force Compensation**
   Learning Objectives
   - Determine sales force quotas
   - Determine major account organization
   - Create sales incentive program
   - Develop sales compensation program
   - Analyze call reports
   - Analyze activity reports

7. **Explain Forecasting Sales and Budgets**
   Learning Objectives
   - Apply computers in territory design
   - Describe geographical specialization
   - Explain nonfinancial rewards
   - Identify level of compensation
   - Describe expense plan
   - Identify expense controls
   - Analyze market potential

8. **Apply Performance Evaluation Standards**
   Learning Objectives
   - Describe product specialization
   - Identify legal responsibilities
   - Describe product specialization
   - Identify sales ethics
   - Prepare sales forecast
   - Estimate sales demand
Plan ethical guidelines

SCC Accessibility Statement
South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at:  www.southcentral.edu/disability

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