



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

Classroom Presentation

Credits/Hours

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

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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