STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK

COURSE OUTLINE
BSAD 330 – SALES FORCE MANAGEMENT

Prepared by: Nicholas Kocher

SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
APRIL 2015
A. **TITLE:** Sales Force Management

B. **COURSE NUMBER:** BSAD 330

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE:** No

E. **COURSE LENGTH:** 15 weeks

F. **SEMESTER(S) OFFERED:** Spring

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 hours lecture per week

H. **CATALOGUE DESCRIPTION:** Students explore the principles of sales force management. This course is designed to benefit students across multiple disciplines, especially students planning to pursue a career in sales. Emphasis is placed on the following principles of sales force management: formulating and evaluating sales strategy, recruitment, training, motivation, performance evaluation, and sales force structure.

I. **PRE-REQUISITES/CO-COURSES:**
   a. Pre-requisite: BSAD 203 Marketing and 45 credits earned, or permission of instructor
   b. Co-requisite: None

J. **GOALS (STUDENT LEARNING OUTCOMES):**

   By the end of this course, the student will be able to:

<table>
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<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
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<tbody>
<tr>
<td>a. Define and apply key concepts of sales force management</td>
<td>2. Crit. Thinking</td>
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<td>b. Explain and compare steps involved in recruiting, training, evaluating, and compensating sales personnel</td>
<td>2. Crit. Thinking</td>
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<td>c. Explain and compare motivational techniques used in sales force management</td>
<td>2. Crit. Thinking, 3. Prof. Competence</td>
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<tr>
<td>d. Compare approaches to creating and evaluating sales initiatives</td>
<td>2. Crit. Thinking</td>
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K. **TEXTS:**


L. **REFERENCES:** none

M. **EQUIPMENT:** Technology Enhanced Classroom.

N. **GRADING METHOD:** A-F
O. **MEASUREMENT CRITERIA/METHODS:** Assignments, Quizzes, Exams, and Participation.

P. **DETAILED TOPICAL OUTLINE:**

**PART I.**

A. Introduction to Sales Management in the 21st Century
   1. Sales Management
   2. Environmental Factors in Sales
   3. External Environment
   4. Internal Environment

B. The Role of Sales in the Customer Relationship Management Era
   1. Customer Relationship Management
   2. Market Orientation
   3. Personal Selling Role in Marketing Strategy
   4. Personal Selling in the Relations Era
   5. Improving Customer Satisfaction and Loyalty Through Feedback

C. Organizing the Sales Initiative
   1. Purpose of Sales Organization
   2. Horizontal Structure of the Sales Force
   3. Vertical Structure of the Sales Organization
   4. Servicing National and Key Accounts
   5. Start-up of a New Sales Force

D. The Strategic Role of Information in Sales Force Management
   1. Methods of Sales Forecasting
   2. Choosing a Forecasting Method
   3. Developing Territory Estimates
   4. Purpose and Characteristics of Sales Quotas
   5. Determining Sales Force Size
   6. Designing Sales Territories

**PART II**

A. Salesperson Performance: Behavior, Role Perceptions, and Satisfaction
   1. Salesperson Performance
   2. Rewards
   3. Satisfaction
   4. Salesperson Roles

B. Salesperson Performance: Motivation of the Sales Force
   1. Process of Motivation
   2. The Impact of a Salesperson’s Personal Characteristics on Motivation
   3. Career Stages and Salesperson Motivation
   4. The Impact of Organizational Variables on Motivation

C. Personal Characteristics and Sales Aptitude Criteria for Selecting Salespeople
1. Customer Perceptions
2. Determinates of Successful Sales Performance
3. Characteristics of Successful Salespeople
4. Implications for Sales Management

D. Sales Force Recruitment and Selection
   1. Recruiting
   2. Sales Job Analysis
   3. Recruiting Applicants
   4. Selection Procedures

E. Sales Training: Objectives, Techniques, and Evaluation
   1. Sales Training Objectives
   2. Sales Training Program Development
   3. Sales Training Methods
   4. Measuring the Costs and Benefits of Sales Training

F. Compensation and Incentives
   1. Compensation Plans
   2. Sales Contests
   3. Non Financial Rewards
   4. Making Compensation and Incentive Plans Work

PART III.

A. Cost Analysis
   1. Cost Analysis and Customer Satisfaction
   2. Cost Analysis Development

B. Performance Evaluation
   1. Performance vs. Effectiveness
   2. Objective Measures
   3. Subjective Measures
   4. 360-Degree Feedback