

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



## MASTER SYLLABUS

### BSAD 330 – SALES FORCE MANAGEMENT

For available course numbers, contact the Registrar's Office at [registrar@canton.edu](mailto:registrar@canton.edu)

**CIP Code: 52.1801**

For assistance determining CIP Code, please refer to this webpage  
<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>  
or reach out to Sarah Todd at [todds@canton.edu](mailto:todds@canton.edu)

**Created by: Nicholas C Kocher**

**Updated by: Nicholas C Kocher (clerical update)**

**SCHOOL OF BUSINESS & LIBERAL ARTS  
BUSINESS DEPARTMENT  
FALL 2024**

A. TITLE: Sales Force Management

B. COURSE NUMBER: BSAD 330

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	<b>3</b>
# Lecture Hours per Week	<b>3</b>
# Lab Hours per Week	
Other per Week	

D. WRITING INTENSIVE COURSE:

Yes	
No	x

E. GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

[1-2] Communication	
[3] Diversity: Equity, Inclusion & Social Justice	
[4] Mathematics & Quantitative Reasoning	
[5] Natural Science & Scientific Reasoning	
[6] Humanities	
[7] Social Sciences	
[8] Arts	
[9] US History & Civic Engagement	
[10] World History & Global Awareness	
[11] World Languages	

F. SEMESTER(S) OFFERED:

Fall	
Spring	x
Fall and Spring	

G. COURSE 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.

H. PRE-REQUISITES: BSAD 203 Marketing and 45 credit hours  
 CO-REQUISITES: None

I. STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. Define and apply key concepts of sales force management	Demonstrate the ability to identify and evaluate relevant information for decision-making.  Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		2 - IA
b. Explain and compare steps involved in recruiting, training, evaluating, and compensating sales personnel	Appropriately manage resources based on their recognized availability		2 - IA
c. Explain and compare motivational techniques used in sales force management	Explain the skills necessary to influence, inspire, and motivate individuals and groups to achieve results		2 - IA
d. Compare approaches to creating and evaluating sales initiatives			2 - CA

KEY	<u>Institutional Student Learning Outcomes</u> <u>[ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	<b>Communication Skills</b> Oral [O], Written [W]
2	<b>Critical Thinking</b>

	<i>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</i>
<b>3</b>	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit, /Reasoning [QTR]</i>
<b>4</b>	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
<b>5</b>	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

J. APPLIED LEARNING COMPONENT:

Yes	x
No	

If yes, select [X] one or more of the following categories:

Classroom / Lab	x	Community Service	
Internship		Civic Engagement	
Clinical Practicum		Creative Works/Senior Project	
Practicum		Research	
Service Learning		Entrepreneurship [program, class, project]	

K. TEXTS: Cron, W. L., & DeCarlo, T. E. (2015). Dalrymple's Sales Management: Concepts and Cases (10th ed.). Wiley.

L. REFERENCES: None

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A - F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

- Exams
- Quizzes
- Assignments
- Participation

P. DETAILED COURSE OUTLINE:

**PART I.**

A. Introduction to Sales Management in the 21<sup>st</sup> 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

Q. LABORATORY OUTLINE: None