

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



**MASTER SYLLABUS**

**BSAD 330 – Sales Force Management**

**Created by: Nicholas Kocher**

**SCHOOL OF BUSINESS AND LIBERAL ARTS  
BUSINESS DEPARTMENT  
SPRING 2019**

- A. **TITLE:** Sales Force Management
- B. **COURSE NUMBER:** BSAD 330
- C. **CREDIT HOURS:** 3 credit hours: three lecture hours per week for 15 weeks.
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** None
- F. **SEMESTER(S) OFFERED:** 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/CO-REQUISITES:**
- a. **Pre-requisite(s):** BSAD 203 Marketing and 45 credit hours, or permission of instructor
- b. **Co-requisite(s):** None
- c. **Pre- or co-requisite(s):** None

I. **STUDENT LEARNING OUTCOMES:**

<b><u>Course Student Learning Outcome [SLO]</u></b>	<b><u>PLO</u></b>	<b><u>GER</u></b>	<b><u>ISLO</u></b>
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 [CA, IA]
b. Explain and compare steps involved in recruiting, training, evaluating, and compensating sales personnel	Appropriately manage resources based on their recognized availability		2 [CA, 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 [CA, IA]

d. Compare approaches to creating and evaluating sales initiatives			2 [CA, IA]
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KEY	<b><u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u></b>
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>
3	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

J. **APPLIED LEARNING COMPONENT:** Yes \_\_\_\_\_ No   x  

K. **TEXTS:**  
Cron, W. L., & DeCarlo, T. E. (2009). Darymple’s Sales Management Concepts and Cases 10 ed. Wiley. ISBN: 9780470169650.

L. **REFERENCES:** none

M. **EQUIPMENT:** Technology Enhanced Classroom

N. **GRADING METHOD:** A - F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**  
Assignments, Quizzes, Exams, and 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