MASTER SYLLABUS

BSAD 330 – Sales Force Management

Created by: Nicholas Kocher
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:**

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<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>PLO</th>
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<th>ISLO</th>
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<tr>
<td>a. Define and apply key concepts of sales force management</td>
<td>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</td>
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<td>2 [CA, IA]</td>
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<td>b. Explain and compare steps involved in recruiting, training, evaluating, and compensating sales personnel</td>
<td>Appropriately manage resources based on their recognized availability</td>
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<td>c. Explain and compare motivational techniques used in sales force management</td>
<td>Explain the skills necessary to influence, inspire, and motivate individuals and groups to achieve results</td>
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**KEY**

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<th>Institutional Student Learning Outcomes [ISLO 1–5]</th>
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J. **APPLIED LEARNING COMPONENT:** Yes____ No____ x____

K. **TEXTS:**

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 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

Q. **LABORATORY OUTLINE:** None