

**Veer Narmad South Gujarat University**  
**Bachelor of Business Administration**  
**Year – III (Semester – V) (W.E.F. A.Y.2021-22)**

**Subject Name: Personal Selling and Sales Force Management**  
**(Marketing Elective Group)**  
**Subject Code: MSE-4 604**

**Objective of the course:**

- To acquaint students in-depth understanding of sales related aspects of marketing.
- To acquaint the students with the concepts, tools and techniques of sales and distribution management in Indian context.
- It will also expose the students with the latest practices in sales field.

**Teaching Pedagogy:**

Lectures, Guest Sessions, Role Plays, Case Studies from real business worlds, Presentations, Quizzes, Group Activity

**Course Content:**

**Unit 1: Personal Selling (20%)**

Evolution of sales department, Sales executive as coordinator, Theories of Selling, Objectives of Personal Selling, Process of Personal Selling - Prospecting, Sales presentations, Objection handling, Closing the sales and post sales activities, Relationship selling

**Unit 2: Sales Force Management (20%)**

Recruitment and selection of sales force, Training of sales force, Motivating and compensating sales force, controlling the sales force, Designing sales territories, Sales quotas, Sales organization structure

**Unit 3: Negotiation (20%)**

Bargaining strategies (Distributive Bargaining, Interactive bargaining), Negotiation process, Individual differences in negotiation effectiveness, Third party Negotiation, Global Implications, Cultural Differences in Negotiations

**Unit 4: Targets and Sales Management (20%)**

Objectives of using targets, Types of targets and target setting procedures, administering target setting procedure

**Unit 5: Sales Territories**

**(20%)**

Reasons for establishing sales territories, process for setting up or revising sales territories

**Suggested Readings:**

1. Sales Management: Decisions, Strategies and Cases – Still, Cundiff, Govoni, PHI.
2. Sales Force Management - Johnston Marshal, Tata Mcgrow Hill, NewDelhi.
3. Sales and Distribution Management – S. L. Gupta, ExcelBooks.
4. Organisational Behaviour – Stephen Robbins, Timothy Judge and SeemaSanghi, Pearson education (For chapter onNegotiation)

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