

UNDERGRADUATE PROGRAMME IN BACHELOR OF MANAGEMENT STUDIES

SALES AND DISTRIBUTION MANAGEMENT

Learning Objective: To teach students with the dynamics of sales and its strategy for accomplishing individual and organizational goals. Highlighting the functions of distribution, service outputs to be delivered by marketing channel for mass coverage. Understanding the role and developments of new formats in relation to sales.

Course Contents:

Unit I

Lectures: 9

Introduction to Sales Management: Evolution of sales management. Nature, role and importance. Types of personal selling. Types of selling, Selling skills and situations. Modern day sales activity. Emerging trends in sales management.

Unit II

Lectures: 11

Sales management process: Sales management process (Selling process), AIDAS theory of selling, right set of circumstances, theory of selling, buying formula theory of selling, behavioral equation theory of selling. Buyer seller dyads, Case study.

Unit III

Lectures: 11

Management of Sales Territory & Sales Quotas: Introduction, Sales territory, size of sales territory, allocation of sales territory, designing of sales territory. Introduction to sales quotas, procedures of setting quotas, types of sales quotas, methods and problems in setting sales quotas, sales control and analysis, Case study.

Unit IV

Lectures: 12

Distribution Management: Introduction, Distribution channels: why are they required, activities that a typical distribution channel performs, valuation enhancement through the distribution function, distribution channel strategy, distribution channel management. Designing customer oriented channel, capturing customer requirement, conducting cost analysis, Case study.

Unit V

Lectures: 13

Customer-Oriented Logistics Management-Managing channel member behaviour: Introduction, objectives of logistics, logistics planning, transportation decisions. Channel relationships, channel control, channel power, channel positioning, channel influence strategies, channel conflict, Case study.

Text Books:

1. Panda Tapan K. & Sahadev Sunil (2005). *Sales and Distribution Management* (5th ed.). New Delhi: Oxford Publication.
2. Still Richard R., Cundiff Edward W., Govoni Norman, A.P. *Sales Management* (5th ed.). New Delhi: Prentice hall of India.

References:

1. Dr. Gupta S.L. (2013). *Sales and Distribution Management* (1st ed.). New Delhi: Excel Books .
2. Anderson. *Professional Sales Management* (2nd ed.). New Delhi: Tata McGraw hill.
3. Berman Barry (2009). *Retail management* (11th ed.). New Delhi: Prentice Hall.
4. Dutta Bholanath (2011). *Sales and Distribution Management*. New Delhi: I K International Publishing House Pvt. Ltd.