Course Description
A comprehensive, practical approach to sales management. Emphasis is placed on managing strategic account relationships, team development, diversity in the work force, sales force automation, and ethical issues. Explains various motivation techniques, leadership style and conflict management practices to create managerial decision making techniques in a variety of sales environments.

Course Textbook

Course Learning Objectives
Upon completion of this course, students should be able to:

1. Compare and contrast sales management techniques, clearly describing how technological advances have revolutionized the corporate marketing structure.
2. Discuss the major elements and describe the relationship of business strategy and the basic elements of strategic market planning.
3. Discuss four methods of setting opportunity priorities and describe the effective steps for generating new accounts.
4. Describe the steps in the professional purchasing process and explain how relationships are likely to evolve by describing the factors critical to gaining commitment to a relationship.
5. Analyze sales situations and construct models that will address the issues described in the strategic and marketing plans.
6. Explain the various ways by which a sales force can be organized and describe the evolving trends in sales force organization.
7. Discuss the sources of recruits and relevant hiring criteria for sales jobs and describe how to plan for recruiting and selection.
8. Discuss specific training needs for a sales force and describe different methods for evaluating training results.
9. Explain in your own words what is meant by leadership and determine the appropriate leadership style for a particular situation.
10. Discuss appropriate compensation methods and describe how to set pay levels.
11. Distinguish between input and output measures of sales performance and discuss the value of behavioral control procedures for salespeople.

Credits
Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure
1. Summary of Course Unit: summarizes key issues in the assigned chapters.
2. Unit Learning Objectives: Each unit contains learning objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
Case Study

Select one of the following topics. CSU requires that students use the APA format. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. You may use outside sources and may include Internet sources, books, and professional journals or resources related to the profession.

**Topic One:** Read Case A-5, Hanover-Bates Chemical Corporation, on page 543 of the textbook. You are assisting Jim Sprague in his new role.

**Respond to these questions:**
1. Evaluate the performance of the northeast district in comparison with the other Hanover-Bates sales districts.
2. What are the weak spots in the northeast district’s performance?
3. What should management do to improve areas of poor performance in the northeast district?
4. What should Jim Sprague do to improve management of his sales reps?

**Topic Two:** Read Case A-6, Chemgrow, Inc., on page 547 of the textbook.

**Respond to these questions:**
1. What decisions would you make with regard to which is the most productive region, who is the most outstanding salesperson, and who are the most valuable customers?
2. What computer report should be generated on a regular basis to assist the managers in their evaluations?
3. Write a memo to Mr. Kee justifying your decisions and supporting the new computer report you are requesting.

To submit your completed Case Study upload your assignment using the link provided in Unit VIII. **Do not e-mail your paper directly to your professor.** By uploading your assignment using Blackboard, your university record will automatically be updated to indicate you have submitted your paper and it will be provided to your professor for grading.

**APA Guidelines**

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.

**CSU Grading Rubric for Papers/Projects**

The course papers will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions. To view the rubric, click the Academic Policies link on the Course Menu, or by accessing the CSU Grading Rubric link, found in the Learning Resources area of the myCSU Student Portal.
Grading

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<thead>
<tr>
<th>Component</th>
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<tr>
<td>Unit Assessments (8 @ 8%)</td>
<td>= 64%</td>
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<tr>
<td>Discussion Board (8 @ 2%)</td>
<td>= 16%</td>
</tr>
<tr>
<td>Case Study</td>
<td>= 20%</td>
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<tr>
<td><strong>Total</strong></td>
<td>= <strong>100%</strong></td>
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</tbody>
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**Course Schedule/Checklist (PLEASE PRINT)**

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

### Unit I: Introduction to Sales Force Management

**Review:**
- Unit Study Guide

**Read:**
- Chapter 1: The Field of Sales Force Management
- Chapter 2: Strategic Sales Force Management
- Chapter 3: The Personal Selling Process

**Discuss:**
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)

**Submit:**
- Assessment by Tuesday, Midnight (Central Time)

Notes/Goals:

### Unit II: Organizing and Recruiting

**Review:**
- Unit Study Guide

**Read:**
- Chapter 4: Sales Force Organization
- Chapter 5: Profiling and Recruiting Salespeople

**Discuss:**
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- Assessment by Tuesday, Midnight (Central Time)

Notes/Goals:

### Unit III: Selecting and Training

**Review:**
- Unit Study Guide

**Read:**
- Chapter 6: Selecting and Hiring Salespeople
- Chapter 7: Developing, Delivering, and Reinforcing a Sales Training Program

**Discuss:**
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- Assessment by Tuesday, Midnight (Central Time)

Notes/Goals:
# Course Schedule

## Unit IV: Motivation and Compensation

**Review:**
- Unit Study Guide

**Read:**
- Chapter 8: Motivating a Sales Force
- Chapter 9: Sales Force Compensation

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student's Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- **Assessment** by Tuesday, Midnight (Central Time)

**Notes/Goals:**

## Unit V: Leadership of a Sales Force

**Review:**
- Unit Study Guide

**Read:**
- Chapter 10: Sales Force Quotas and Expenses
- Chapter 11: Leadership of a Sales Force

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student's Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- **Assessment** by Tuesday, Midnight (Central Time)

**Notes/Goals:**

## Unit VI: Sales Planning

**Review:**
- Unit Study Guide

**Read:**
- Chapter 12: Forecasting Sales and Developing Budgets
- Chapter 13: Sales Territories

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student's Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- **Assessment** by Tuesday, Midnight (Central Time)

**Notes/Goals:**
### UNIT VII: Evaluating Sales Volume and Costs

**Review:**
- Unit Study Guide

**Read:**
- Chapter 14: Analysis of Sales Volume
- Chapter 15: Marketing Cost and Profitability Analysis

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student's Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- **Assessment** by Tuesday, Midnight (Central Time)

### UNIT VIII: Evaluating Performance and Ethical and Legal Responsibilities

**Review:**
- Unit Study Guide

**Read:**
- Chapter 16: Evaluating a Salesperson's Performance
- Chapter 17: Ethical and Legal Responsibilities of Sales Managers

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student's Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- **Assessment** by Tuesday, Midnight (Central Time)
- **Case Study** by Tuesday, Midnight (Central Time)