

Sales and Distribution Management (Elective-IV)

1. **Introduction:** Evolution of Sales Department- Marketing, Sales Management and Marketing Management – Objectives of Sales Management - Exchange Process – Sales Management cycle – Responsibilities of Sales Manager – Interdependence of Sales and Distribution.
2. **Sales Strategy Formulation** – Steps in Market Analysis – Transaction Cost analysis – Designing Sales strategy - Determination of Sales Force – Personnel Selling – Strategies used by Salesmen – Diversity of Selling Situation – Process of Personal Selling – Theories of Personal Selling – Sales organization.
3. **Recruitment of Sales personnel** – Selection and Placement of Sales personnel – Training of Sales personnel – compensating of Sales personnel- Motivating Sales personnel –Monitoring and Performance evaluation – Sales Displays.
4. **Sales Forecasting** - Sales quotas and Territory Management – Managing Sales Expenses – Sales Budgets – Sales Promotion budget and evolution - Ethics in Sales Management – International Sales Management – Advanced International Selling
5. **Channels of Distribution** – Retailing and Wholesaling – Physical Distribution Management – Designing Channel Systems – Channel Management – Channel Information System.
6. **Physical Distribution Management** – Elements of distribution logistics – Cost and physical distribution – Customer service and physical distribution – New techniques in managing distribution.
7. **International Sales and Distribution Management** – Nature of International Markets – Selling in International Markets – Legal and Social aspects in International Sales – Pricing and Payment of International Trade –Role of Logistics companies.
8. **Case Study**

References

1. Richard R Still: Sales Management, Pearson Education, New Delhi,
2. Tapan K Panda: Sales and Distribution Management, Oxford University Press, New Delhi, 2009

3. Tony Carter: Sales Force Management, Jaico Publishing House, New Delhi, 2008
4. S.A.Chunawala: Sales and Distribution Management,Himalaya Publishing House, New Delhi, 2009
5. S.L.Gupta: Sales and Distribution Management, Excel Books, New Delhi,2009
6. Havaladar: Sales and Distribution Management, TMH, New Delhi, 2009
7. Hair, Anderson: Sales Management, Cengage Learning, New Delhi, 2010
8. Mark W Johnston: Sales Force Management, TMH, New Delhi, 2009
- 9.P,Venugopal: Sales and Distribution Management, Sage Publication, New Delhi, 2009
10. P.Adilakshmi: Advertising Sales Promotion and Distribution, Duvvuri Publication, 2009