**Name of Assistant Professor: MISS POONAM KANOJIA**

**Class and Section:……BCOM-II( IV-** Semester and Section-A)

**Subject: …MANAGEMENT OF SALES FORCE………….**

**Lesson Plan**: 18Weeks (from January 2018 to April 2018)

|  |
| --- |
| Week 1, **January 1 to January 7**  Chapter 1: SALES FORCE MANAGEMENT : CONCEPT ,NATURE,FUNCTIONS AND CHALLENGES |
| Assignments |
| Week 1, Day 1, January 1   * Introduction and meaning of sales force management |
| Week 1, Day 2, January 2   * Characteristics |
| Week 1, Day 3, January 3   * Functions |
| Week 1, Day 4, January 4   * Importance |
| Week 1, Day 5, January 5 **Holiday** |
| Week 1, Day 6, January 6   * Difficulties |
| Week 2, **January 8 to January14**  Chapter : SALES FORCE MANAGEMENT |
| Assignments |
| Week 2, Day 1, January 8   * Challenges before sales force management |
| Week 2, Day 2, January 9   * Importance |
| Week 2, Day 3, January 10   * Sales manager |
| Week 2, Day 4, January 11   * Types of sales manager |
| Week 2, Day 5, January 12   * Qualities of sales manager |
| Week 2, Day 6, January 13   * Responsibilities of sales manager |
| Week 3, **January 15 to January 21**  Chapter 2: PERSONAL SELLING |
| Assignments |
| Week 3, Day 1, January 15   * Meaning of personal selling |
| Week 3, Day 2, January 16   * Modern concept of salesmanship |
| Week 3, Day 3, January 17   * Features |
| Week 3, Day 4, January 18   * Importance |
| Week 3, Day 5, January 19   * Limitations |
| Week 3, Day 6, January 20   * Scope of salesmanship |
| Week 4, **January 22 to January 28**  Chapter 2: PERSONAL SELLING |
| Assignments |
| Week 4, Day 1, January 22 **Holiday** |
| Week 4, Day 2, January 23   * Types of selling |
| Week 4, Day 3, January 24   * Types of salesman |
| Week 4, Day 4, January 25   * Duties of salesman |
| Week 4, Day 5, January 26 **Holiday** |
| Week 4, Day 6, January 27   * Qualities of a good salesman |
| Week 5, **January 29 to February4**  Chapter 2: PERSONAL SELLING |
| Assignments |
| Week 5, Day 1, January 29   * Selling process |
| Week 5, Day2, January 30   * Methods of handling objections |
| Week 5, Day 3, January 31 **Holiday** |
| Week 5, Day 4, February 1   * AIDAS theory of selling |
| Week 5, Day 5, February 2   * Test of first half chapter |
| Week 5, Day 6, February 3   * Test of second half chapter |
| **Week 6, February 5to February 11**  Chapter 3: SALES FORECASTING |
| Assignments   * Sales Force Management : Concept ,Nature,Functions And Challenges * Personal Selling |
| Week 6, Day 1, February 5   * meaning and definitions |
| Week 6, Day 2, February 6   * Characteristics |
| Week 6, Day 3, February 7   * Objectives and importance |
| Week 6, Day 4, February 8   * Factor affecting sales forecasting |
| Week 6, Day 5, February 9   * Procedure |
| Week 6, Day 6, February 10 **Holiday** |
| Week 7, **February 12 to February 18**  Chapter 3: SALES FORECASTING |
| Assignments |
| Week 7, Day 1, February 12   * Methods of sales forecasting |
| Week 7, Day 2, February 13 **Holiday** |
| Week 7, Day 3, February 14   * Levels of sales forecast |
| Week 7, Day 4, February 15   * Time duration of sales forecast |
| Week 7, Day 5, February 16   * Responsibility of sales forecasting |
| Week 7, Day 6, February 17   * Limitations |
| Week 8 **February 19 to February25**  Chapter 4: SALES BUDGET |
| Assignments |
| Week 8, Day 1, February 19   * Meaning of sales budget |
| Week 8, Day 2, February 20   * Features |
| Week 8, Day 3, February 21   * Types of sales budget |
| Week 8, Day 4, February 22   * Sales budget procedure |
| Week 8, Day 5, February 23   * Importance |
| Week 8, Day 6, February 24   * Limitations |
| Week 9, **February26 to March4**  Chapter 5:SALES ORGANISATION |
| Assignments |
| Week 9, Day 1, February 26   * Introduction ,meaning ,objectives |
| Week 9, Day 2, February 27   * Departments in sales organization |
| Week 9, Day 3, February 28 **Holiday** |
| Week 9, Day 4, March 1 **Holiday** |
| Week 9, Day 5, March 2 **Holiday** |
| Week 9, Day 6, March 3 **Holiday** |
| Week 10, **March 5 to March11**  Chapter 5:SALES ORGANISATION |
| Assignments |
| Week 10, Day 1, March 5   * Functions |
| Week 10, Day 2, March 6   * Structure of sales organization |
| Week 10, Day 3, March 7   * Field sales organization |
| Week 10, Day 4, March 8   * Departmentation on the basis of functions |
| Week 10, Day 5, March 9   * Organizational structure in international business |
| Week 10, Day 6, March 10   * Global product structure |
| Week 11, **March 12 to March 18**  Chapter 6: SALES FORCE MANAGEMENT: RECRUITMENT AND SELECTION OF SALES PERSONNEL |
| Assignments   * Sales budget * Sales organization |
| Week 11, Day 1, March 12   * Recruitment Of Sales Force |
| Week 11, Day 2, March 13   * Sources of recruitment |
| Week 11, Day 3, March 14   * Advantages / disadvantages |
| Week 11, Day 4, March 15   * Selection of sales force |
| Week 11, Day 5, March 16   * Selection process |
| Week 11, Day 6, March 17   * Selection test |
| Week 12, **March 19 to March25**  Chapter 7,8: TRAINING AND MOTIVATING SALES PERSONNEL |
| Assignments |
| Week 12, Day 1, March 19   * Meaning ,objectives,types of sales force training |
| Week 12, Day 2, March 20   * Sales force training programme |
| Week 12, Day 3, March 21   * Methods of sales force training |
| Week 12, Day 4, March 22   * Meaning,features,importance of motivating sales force |
| Week 12, Day 5, March 23   * Methods of motivating sales force |
| Week 12, Day 6, March 24   * Leading the sales force |
| Week 13, **March26to April 1**  Chapter 9: COMPENSATING SALES FORCE |
| Assignments |
| Week 13, Day 1, March 26   * Meaning,definitions |
| Week 13, Day 2, March 27   * Objectives |
| Week 13, Day 3, March 28   * Characteristics |
| Week 13, Day 4, March 29 **Holiday** |
| Week 13, Day 5, March 30   * Factor determining remuneration to salesman |
| Week 13, Day 6, March 31   * Types of compensation plans |
| Week 14, **April 2 to April 8**  Chapter 10:SALES QUOTAS AND SALES TERRITORIES |
| Assignments |
| Week 14, Day 1, April 2   * Meaning ,features, objectives of sales quota |
| Week 14, Day 2, April 3   * Types of sales quota |
| Week 14, Day 3, April 4   * Methods of setting sales quota * Limitation |
| Week 14, Day 4, April 5   * Meaning,basis of sales territories * Principles of establishing sales territories |
| Week 14, Day 5, April 6   * Procedure |
| Week 14, Day 6, April 7   * Routing and scheduling of sales territory |
| Week 15, **April 9 to April15**  Chapter 11: EVALUATING SALES PERSONNEL |
| Assignments |
| Week15 , Day 1, April 9   * Meaning , Importance of sales force evaluation |
| Week 15, Day 2, April 10   * Steps in sales force evaluation process |
| Week 15, Day 3, April 11   * Methods |
| Week 15, Day 4, April 12   * Reimbursement of selling expenses |
| Week 15, Day 5, April 13   * Sales records and reporting system |
| Week 15, Day 6, April 14 **Holiday** |
| Week 16, **April 16 to April22**  Chapter 12: ETHICAL ISSUES IN SALES MANAGEMENT |
| Assignments |
| Week 16, Day 1, April 16   * Introduction ,meaning |
| Week 16, Day 2, April 17   * Characteristics |
| Week 16, Day 3, April 18 **Holiday** |
| Week 16, Day 4, April 19   * Significance of sales ethics |
| Week 16, Day 5, April 20   * Ethical issues in sales management |
| Week 16, Day 6, April 21   * Code of conduct for sales ethics |
| Week17 **April 23 to April29**  Chapter 13: ROLE OF INFORMATION TECHNOLOGY IN SALES FORCEMANAGEMENT |
| Assignments |
| Week17 , Day 1, April 23   * Introduction |
| Week 17, Day 2, April 24   * IT tools used in sales force management |
| Week 17, Day 3, April 25   * Role of IT in various functional areas in sales force management |
| Week 17, Day 4, April 26   * Benefits of using IT tools in sales force management |
| Week 17, Day 5, April 27   * Limitations |
| Week 17, Day 6, April 28   * Test of the chapter |
| Week 18 **April 30 to May 6**  Chapter |
| Assignments |
| Week18 , Day 1, April 30 **Holiday** |