

<p style="text-align: center;">MODULE TITLE SALES MANAGEMENT</p>
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INSTRUCTOR: Dr Constantinos Georgakas, Visiting Professor

A. RATIONALE

The procedure of sales management, as a link between the enterprise and the market-place, plays a catalytic role in the effectuation of the company's strategy and directly pertains to the accomplishment of the company's targets. Besides that, all business activities are connected to sales. Without selling there is no business, and without customer's support a business cannot exist.

The procedure of selling in modern business, expresses a new philosophy which represents a new customer's behaviour, a change in the way that a salesman approaches the customer, generally adopting a modern style of selling, more flexible and effective. On the other hand, the modern salesman is not just a simple salesman; he is an integrated manager with technical knowledge, skills and perceptual abilities.

Therefore, there is a general reversal of status quo on sales, a radical, catalytic transition in the selling way and the current salesman's behavior in the market, compared to what was in effect in previous years.

B. AIMS

The aim of SALES MANAGEMENT course is to offer an integrated, systematic and scientific approach to students and executives regarding the vivid sector of sales management, as it should be in our developed business environment.

After the completion of the SALES MANAGEMENT course, students and executives should:

- Evaluate the role of sales dynamic within the overall frame of sales management.
- Understand and implement educational techniques and salesmen selection.
- Implement the attained knowledge about salesmen incitation and evaluation.
- Have the ability to express different views above the management of sales department.
- Apprehend the varied structures of sales management and sales techniques that can use.

C. DESCRIPTION OF THE MATERIAL

1. The role of selling in strategic marketing
 - The meaning of strategic planning
 - Sales management and strategic marketing
 - Modules of sales management

2. The procedure of selling
 - Detection of prospective customers
 - Preparation
 - Approach
 - Introduction
 - Encounter objections
 - Closing a deal
 - Types of selling
 - Classification of sales/salesmen.
3. Sales Forecasting
 - The importance of selling forecast
 - Forecasting methods
4. Specification of selling targets.
 - Characteristics of a well-developed target system
 - Procedure of target definition
5. Design of selling area
 - The meaning of selling area
 - The procedure of designing selling areas.
6. Defining the amplitude of selling force.
 - Factors that effect the defining of amplitude of selling force.
 - Methods of defining the amplitude of selling force.
7. Organization of selling force
 - Basic rules for organization configuration
 - Types for organizing the selling force.
8. Recruitment, selection and employ for salesmen.
 - Job description
 - Criteria for choosing salesmen.
 - Procedure of choosing salesmen.
9. Sales training
 - Planning the educational program
 - Development of educational program
 - Evaluation of educational program
10. Salesmen incitation and payments
 - Incitation theories
 - Incitation tools
 - Definition of the proper financial and non financial mix capitation.
11. Control and evaluation of salesmen
 - Salesmen custody
 - Evaluation Criteria for salesmen.
12. Customer Relationship Management (CRM)
 - Basic elements of CRM philosophy
 - The procedure of CRM

D. TEACHING AND LEARNING METHODS

- Lectures
- Case studies

- Presentations and discussions with Sales Managers invited by the instructor.
- Group exercises

E. GRADING-ASSESSMENT

The above sections will be covered in lectures over 13 week period (totally 39 hours). The theoretical introduction will be followed by in class development and analysis of specific practical issues and case studies on SALES MANAGEMENT as well as discussion of specific topics, with particular reference to Greek reality.

Studying the theoretical background and participating in the discussion as well as in the activities related to specific business issues, is considered to be necessary and imperative for students.

“Sales Management” course, is evaluated in three ways:

a/ By conducting a report of at least 3.000-2.500 words, on a specific assignment, referring to a real sales management case study. In these assignments students are expected to express their own personal views, responding to the particular issue, with constant reference to theoretical principles which have been analyzed in class. The report should be submitted in the last week of the course. The evaluation criteria and the assignment will be announced simultaneously (Marking 30%).

b/ By analyzing and briefly presenting a Greek or foreign scientific article about sales. This article must be followed by a simultaneous protogenic research-discussion with a respectable enterprise seeking to find whether and to what extent they implement the theoretical principles included in the specific article (Marking 20%).

c/ A final written examination will be given during the last class period. The scope of this exam will be the material covered during the entire course. The examination will cover their understanding of the key ideas covered in assigned readings, material introduced in classroom lectures and discussions, and learning developed during in-class theoretical and case analyses. The examination will also assess their critical ability to apply this material. (Marking 50%)

F. BIBLIOGRAPHY

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- Ρ. ALLEN, «Πωλήσεις: Οργάνωση και Πρακτική», Εκδόσεις Κλειδάριθμος, Αθήνα, 2002.
- ΚΥΡΙΑΖΟΠΟΥΛΟΣ – Α. ΖΑΙΡΗΣ, «Τεχνικές Πωλήσεων στην 3^η Βιομηχανική Επανάσταση», Εκδόσεις Σύγχρονη Εκδοτική, Αθήνα, 2000.
- Ν. ΚΑΖΑΖΗΣ, «Αποτελεσματικό Μάρκετινγκ για κερδοφόρες πωλήσεις», Εκδόσεις Σταμούλης, Αθήνα, 2006.

- Γ. ΠΑΝΗΓΥΡΑΚΗΣ-Α.ΖΑΙΡΗΣ: «Η Τέχνη της Πώλησης». Εκδόσεις ΚΡΙΤΙΚΗ, Αθήνα 2006
- W. STANTON & R. BUSKIRK, «Διοίκηση και Οργάνωση των Πωλήσεων», Τόμος 1^{ος} και 2^{ος}, Εκδόσεις Παπαζήση, Αθήνα, 1992.

Foreign:

- DALRYMPLE, J.D., W.L. CRON & T.E. DECARLO (2004) Sales Management. John Wiley & Sons, Inc., USA (8th edition).