

| Name of Lecturer:- Mansi Kaur | | Class :- B.com - II Year (IV Semester) |
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| Department :- Commerce | | Name of Subject :- Management of Sales Force - II |
| January | | |
| Week -1 (1-6) | <u>CH-1</u> Sales Force Management :- Concept, Nature, Functions and challenges. | |
| Note :- | 7 jan - Sunday | |
| Week -2 (8-13) | <u>CH-2</u> Personal Selling :- Concept & Importance, classification of Sales jobs, Personal Selling Process; Sales Force Management challenges. | |
| Note :- | 14 jan - Sunday | |
| Week -3 (15-20) | <u>CH-3</u> Sales Forecasting :- Concept & Importance, Procedure, Methods of Sales Forecasting, Responsibilities, Sales Forecasting of New Product, Limitations. (Revision/Test) | |
| Note :- | 21 jan - Sunday | |
| Week -4 (22-27) | <u>CH-4</u> Sales Budget :- Concept, Types, Sales Budget Procedure Limitations. | |
| Note :- | 22 jan - Vasant Panchami, 24 jan - Sir Chhotu Ram Jayanti, 26 jan - Republic Day, 28 jan - Sunday | |
| Week -5 (29-31) | <u>CH-5</u> Sales Organisation :- Concept & Importance, Dept. of Sales Organisation, Function, Setting up Sales Organisation, Principles & Structure of Sales Organisation. | |
| Note :- | | |
| February | | |
| Week -1 (1-3) | <u>CH-5</u> Field Sale Organisation, Organisation Structure in International Business. (Assessment Test) | |
| Note :- | 4 Feb - Sunday | |
| Week -2 (5-10) | <u>CH-6</u> :- Sales Force Management :- Recruitment and Selection of Sales Personnel. (Assignment - 1) | |
| Note :- | 10 Feb - Maharshi Dayanand Saraswati Jayanti, 11 Feb - Sunday | |
| Week -3 (12-17) | <u>CH-7</u> :- Sales Force Management :- Training Sales Personnel - Meaning & Importance, Principles of Sales Force Training, Sales Force Training Programme - Steps. | |
| Note :- | 13 Feb - Maha Shivratri, 18 Feb - Sunday | |
| Week -4 (19-24) | <u>CH-7</u> :- Elements / Content, Methods of Sales Force Training, Difficulties in Training Programme. (Revision/Test) | |
| Note :- | 25 Feb - Sunday | |
| Week -5 (26-28) | <u>CH-8</u> :- Sales Force Management :- Motivating Sales Personnel Concept & Importance, Essentials, Methods, Functions of Sales Leaders. | |
| Note :- | | |

March

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| Week -1 (1-3) | <u>Holidays</u> |
| Note :- | 1 March - Guru Ravidas Birthday, 2 March - Holi, 4 March - Sunday |
| Week -2 (5-10) | <u>CH-9</u> :- Sales Force Management - Compensating Sales Personnel Concept, Objectives, Factors determining, Elements of Compensation, Methods of Sales Force Compensation. (Assignment-2) |
| Note :- | 11 March - Sunday |
| Week -3 (12-17) | <u>CH-10</u> Sales Quotas and Sales Territories - Concept, Objectives, Types of Sales Quota, Factors affecting, Methods, Essentials and Limitations. (Assessment Test 2) |
| Note :- | 18 March - Sunday |
| Week -4 (19-24) | <u>CH-10</u> Sales Territories - Concept & Importance, Basis for Establishing Principles, Factors, Procedure, Reasons, Time Management. |
| Note :- | 23 March - Shaheedi Diwas of Bhagat Singh, Rajguru & Sukhdev, 25 March - Sunday / Ram Navami |
| Week -5 (26-31) | <u>CH-11</u> Sales Force Management - Evaluating Sales Personnel Concept, steps in Sales Force Evaluation Process, Essentials, Techniques of Evaluation. |
| Note :- | 29 March - Mahavir Jayanti |

April

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| Week -1 (2-7) | <u>CH-11</u> Difficulties of Sales Force Evaluation System, Reimbursement of Selling Expenses - Methods, Sales Record and Reporting (Revision/Test) |
| Note :- | 1 April - Sunday, 8 March - Sunday |
| Week -2 (9-14) | <u>CH-12</u> Ethical Issues in Sales Management - Concept & Importance, Ethical Issues, Code of conduct for Sales Ethics |
| Note :- | 14 April - Dr. Ambedkar Jayanti / Vaisakhi, 15 April - Sunday |
| Week -3 (16-21) | <u>CH-13</u> Role of Information Technology in sales Force Management - Information Technology (IT) Tools, Role of IT, Benefits, Limitations. |
| Note :- | 18 April - Parashurama Jayanti, 22 April - Sunday |
| Week -4 (23-28) | <u>Revision / Test</u> |
| Note :- | 29 April - Sunday |
| Week -5 (30) | |
| Note :- | |

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