

**Marketing**  
**Course Number: 29:630:401**  
**Course Title: Sales Management**

## **COURSE DESCRIPTION**

Provides an understanding of multifaceted roles that salespeople and sales managers as part of the Business Environment. Moreover, the success and failures experienced by these sales roles, are often the most important factor in determining their firms' economic state. Therefore, salesforce management is a critical element of not only many company's day- to- day management activities, but of overall corporate planning

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## **COURSE MATERIALS**

1. Selling Today, 14<sup>th</sup> Edition, Manning, Ahearn, Reece, Pearson Publishing, 13: 978-0-13-447740-4
  2. Professional Selling in the 21<sup>st</sup> Century, Dietrich, Nichols, 2017, Kendall Hunt, 978-1-5249-1885-9
2. Check Canvas ([canvas.rutgers.edu](https://canvas.rutgers.edu)) for additional reading materials and your official Rutgers email account regularly.
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## **LEARNING GOALS AND OBJECTIVES**

This course is designed to help students develop skills and knowledge in the following area(s):

1. Explain the strategic role of sales in different business strategies.
  2. Develop Sales Forecasts using objective and subjective methods.
  3. Design sales territories.
  4. Explain the processes by which to hire, train, motivate and evaluate sales personnel.
  5. Assess the Sales Organization using the Sales Auditing process.
  6. Understand the role of the Sales Manager.
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## **PREREQUISITES**

No formal prerequisites for this course, but students are required to have strong critical thinking skills as well as strong communication and writing skills to do well in this course.

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## ACADEMIC INTEGRITY

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

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## ATTENDANCE AND PREPARATION POLICY

Class participation and attendance is vital for the successful completion of this course. The only way to get the full impact of this course is to be in class, participate, and **take notes**. To that end, all students are expected to attend class consistently and promptly and be prepared to discuss the assigned material.

If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, email me at [Q](mailto:) and report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send me an email with full details and supporting documentation within 2 days of your first absence.

For weather emergencies, please consult the campus home page. If the campus is open, class will be held.

Class lecture slides, business case presentations and marketing video links will be posted in Canvas.

Announcements are often made at the beginning of class and will also be posted in Canvas.

Office Hours: By appointment

Please make sure to contact me to schedule an appointment in advance and let me know the reason for your visit so that I am prepared to discuss the matter when you arrive.

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## CLASSROOM CONDUCT

Please adhere to professional behavior in class. Cellphones and other electronic devices should be shut off during class. Also refrain from texting, chatting, checking Facebook or Twitter, reading the

newspaper, wearing headsets, etc. Such behavior is **RUDE** and will result in an automatic full letter grade reduction for the Class Participation portion of the course.

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## **EXAM DATES AND POLICIES**

**MIDTERM AND FINAL EXAMS:** Exams will be comprised of multiple-choice questions and short essays covering the course materials (lectures, videos, etc.) The final exam is non-cumulative.

Midterm is 50 questions Chapters 1-11

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## **GRADING POLICY**

Course grades are determined by the following:

### **Assessment**

Students are to complete *each* assignment by the set due date in order to pass this course. *Points will be deducted for late submissions. (5 points for each day late).*

### **Special Exception**

As with all graded assignments, a special exception can be made with the instructor for unusual circumstances, such as a family illness. It will be the obligation of the student to inform the instructor of the special circumstance. Once an exception is approved, the student must work with the instructor to complete the assignment(s).

### **GRADING CRITERIA:**

Assignments:	Percent:
Sales Manager Interviews (2)	30
* Consumer Products (15)	
** B2B Product (15)	

Midterm Exam	30
CORONA VIRUS ESSAY	30
Attendance & Participation	10
<b>TOTAL</b>	<b>100</b>

**\*Interview Consumer Products Sales:**

Assignment is to locate a Sales Manager who is responsible for retail sales. Retail sales is generally thought of as selling to a reseller, for example (Bloomingdales, Liquor Store, Drug Store, Electronic store, etc. etc. Make an appointment and let him/her answer the questions you have thought to have them answer for you to better understand the nature of a Sales Manager, their responsibility, their staffs, their customers, their distribution process, their warranty, etc. etc.

**\*\* B2B Product sales**

Assignment is to locate a Sales Manager who is responsible for Commercial Sales. Commercial sales is generally thought of as selling to a commercial customer. The commercial customer, Electrical Distributor, school, government, Utility, etc. Make an appointment and give the questions that you have developed in order to find out more about how he manages people.

The following are the areas that you need to question for your final Interview (B2C and B2B (Consumer vs. Commercial)

1. Company sales objectives?
2. How do you measure the performance?
3. Do you have enough resources HR/Budget to achieve your goal?

4. Is the current sales structure sufficient to achieving the objective?
5. How have you organized your sales organization? (Product, Customer, Territory).
6. Describe your sales training initiative
7. How do you compensate your people?
8. What is your standards for motivation, supervision, promotion opportunities.
- 9 Sales forecasting is done by whom?
10. How are quotas established?
11. What type of sales analysis are performed?
12. What kind of cost analysis are performed.
13. What is the basis for evaluating sales personnel?
14. Who sets the performance dimensions?

Add anything else that you personally want to find out that is pertinent to the interview.

**FINAL GRADE DETERMINATION:**

*Note that I grade using the “half-grade system”, meaning that an A is 95 to 100%, See the remaining grade scale below.*

<u>RANGE</u>	<u>GRADE</u>
90-100	A
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
60-69	D



<b>12. Creating Value</b>	
<b>13 Negotiating Buyer Concerns</b>	
<b>14. Adapting the close</b>	
<b>15. Servicing the Sale</b>	
<b>16. Opportunity Management</b>	
<b>17. Management of the sales force</b>	
<b>Class Project due B2B and B2C Paper</b>	<b>Class Project/ Both parts due</b>
<b>Corona Virus Essay due</b>	<b>CORONA VIRUS ESSAY DUE</b>

*The schedule is subject to change...*

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## **SUPPORT SERVICES**

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](https://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]