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Sales Force Management Program of Course 30 Hours

1. The Nature & Importance of Personal Selling & Sales Management

- The Essence, Scope & Importance of Personal Selling
- The Personal Selling Process
- Advantage or Disadvantage of Personal Selling
- Main Activities of The Sales Force
- Types of Salespeople
- Sales Jobs Differ from other Jobs
- Sales Force as a Competitive Advantage of the Company

2. Planning & Organizing the Sales Force

- Main Decisions in Sales Management Process
- Preparing Sales Strategies & Plans
- Organizing Sales Effort
- Factors Affecting Decision Making
- Sales Managers their Duties & Responsibilities
- Sales & Sales Management as a Career

3. Recruiting, Selecting & Hiring The Salespeople

- Personnel Makes Difference
- Profiling Salespeople
- Recruiting Salespeople
- Selecting Applicants
- Hiring and Socializing New Salespeople

4. Sales Training Program & Elements of Sales Planning

- Importance and Goals of Sales Training
- Developing the Sales Training Program
- Types of Sales Training Methods and Techniques
- Sales Training Methods and Techniques Evaluation
- Estimating of Current Demand
- Sales Forecasting Methods
- Establishing Sales Territories & Time Management
- Selling Expenses and Sales Budget

5. Motivating and Compensating the Sales Force

- Importance of Motivation
- Behavioural Concepts of Motivation
- Specific Elements of Motivation-Mix
- Sales Force Compensation Plan

6. Monitoring, Control and Evaluation of the Sales Force

- Importance of Monitoring and Control of Salespeople
- Goals of Supervision of the Sales Force
- Analysis of Salespeople Activities
- Analysis of Sales Volume & Value
- Marketing Costs and Profitability Analysis
- Evaluating of Salesperson's Performance

7. Special Sales Force Management Problems & Some Important Trends

Special Problems:

- Decreasing Productivity
- High Turnover of Sales Professionals
- Emotional Exhaustion & Salespeople Burnout
- Ethical Aspects of Salesforce Management

Some Key Trends in Selling and Sales Force Management

- Company's Are Focusing on Relationships
- New Purchasing Practices
- New Trends in Motivation and Compensation of Sales People
- New Role of Sales Managers
- Sales Effectiveness is Being Enhanced through Time Management and Technology

Test exam

References:

1. Calvin R.J., Sales management Demystified, McGraw Hill, 2007.
2. Cron W.L., DeCarlo Th., Dalrymple's Sales Management, Wiley, 9 th. Ed., 2006.
3. Darmon R., Leading the Sales Force, Cambridge University Press, 2007.

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