

as industrial services or goods so that they can use proper skills to manage the salesforce to sell goods effectively and successfully.

- Students will know how to choose suitable motivating techniques for each type of salesperson; will develop the Business etiquette for their business thinking and operation to meeting the requirements of the global trade.
- Also, students will be able to self-manage of their own personal productivity, to manage the productivity of their team and will be able to make research and development in the fields of marketing and sale of goods, business strategies and to manage an enterprise.
- Hours for subject activities:
 - + Theory: 30
 - + Group working and presentation: 5
 - + Exercises, Discussion: 10
 - + Self study: 45

1.4 Prerequisite:

- Prerequisite subjects: Principles of Management
- Prior subjects:

2. SUBJECT OBJECTIVES

After finishing this subject, students can be able:

- Remember main concepts and process of sales management;
- Know how to plan, staff, control, lead and evaluate a sales force;
- Know and choose a suitable motivation method to motivate salesstaffs;
- Analyze the sales costs, define sales budget;

3. LEARNING OUTCOMES

3.1 Learning outcomes

Items		Subject learning outcomes	Matching the Program Learning Outcomes
	Ks1	Remember concepts; requirements about a professional sales management's career, competences;	K5: Establish and implement management activities in an organization

Knowledge		methods to sell goods to different customers; process of professional and effective sale management; specific term in sales.	<p>K6: Evaluating management activities in an organization</p> <p>K7: Suggest executive – and management method in a particular operation field of the organization</p>
	Ks2	Understand the reason of ethics in sales; explain the role of marketing relationship; the role of an individual professional seller in a Marketing relationship; the importance to build, develop and maintain a good relationship with customers.	
	Ks3	Plan a sales program; aware of what are main criteria needed to appear in a sales plan, such as: sales organization, forecasting market demand and budget, design and size of sales territory, sales objectives and quota	
	Ks4	Understand and apply the process of recruit, selection, placement and sozIALIZATION of salespeople; training and content of training salespeople;	
	Ks5	Understand and apply the meaning of making salespeople satisfied and the motivation techniques: financial & non-financial rewards as well as leading sales force.	
	Ks6	Analyze the sales and marketing cots and evaluate sales performance	
Skills	Ss1	Able to apply the process of sales management to reality;	<p>S2: Planning in a particular operation field of the organization</p> <p>S3: Implementing and controlling management activities of the organization</p>
	Ss2	Able to analyze the roles of Ethics, Marketing relationships and the personal relationship with customers in today’s business environment;	
	Ss3	Able to apply technologies in model	

	Ss4	selling management circumstances; Able to make a sales project to introduce/sell a product/ a service to customers; to cope with oppositions from customers, to persuade customers in a reasonable manner, to manage and develop the sales force, to plan & control throughout the project;	S6: Communication & Teamwork
	Ss5	Able to have flexible and smart acts in communication with customers, friends and partners;	
	Ss6	Able to create a personal working methods.	
Competences on Self-reliance and self - responsibility	As1	Attendance on time;	A2: Having social responsibility awareness and working ethic
	As2	Listening to opinions and instructions from lecturer and other people;	A3: Having ability of career – and personal development
	As3	Self study is a must, serious and honest in learning	A4: Having ability of networking and usage of social resources

3.1 Matrix for lining the contents of the chapters and learning outcomes

Contents	Knowledge	Skills	Competences on Self-reliance and self – responsible
Chapter 1 Sales Management: Its Nature, Rewards, and Responsibilities	Ks1,Ks2	Ss1, Ss6	As1,2,3
Chapter 2 Social, Ethical, and Legal	Ks1, Ks2	Ss2, Ss6	As1,2,3

Responsibilities of Sales Personnel			
Chapter 3 Building Relationships through Strategic Planning	Ks1, Ks3	Ss3, Ss6	As1,2,3
Chapter 4 The Market-Driven Sales Organization	Ks1, Ks3	Ss3, Ss6	As1,2,3
Chapter 5 Forecasting Market Demand and Sales Budgets	Ks1, Ks3	Ss3, Ss6	As1,2,3
Chapter 6 Design and Size of Sales Territories	Ks1, Ks3	Ss3, Ss6	As1,2,3
Chapter 7 Sales Objectives and Quotas	Ks4	Ss4, Ss6	As1,2,3
Chapter 8 Planning for and Recruiting Successful Salespeople	Ks4	Ss4, Ss6	As1,2,3
Chapter 9 Selection, Placement, and Socialization of Successful Salespeople	Ks4	Ss4, Ss6	As1,2,3
Chapter 10 The Management of Sales Training and Development	Ks4	Ss4, Ss6	As1,2,3
Chapter 11 Contents of the Sales Training Program: Sales Knowledge and the Selling Process	Ks4	Ss4, Ss6	As1,2,3
Chapter 12 Motivating Salespeople toward High Performance	Ks4	Ss4, Ss6	As1,2,3
Chapter 13 Compensation for High Performance	Ks5	Ss5, Ss6	As1,2,3
Chapter 14 Leading the Sales Team	Ks5	Ss5, Ss6	As1,2,3

Chapter 15 Analysis of Sales and Marketing Costs	Ks5	Ss5, Ss6	As1,2,3
Chapter 16 Evaluation of Salespeople's Performance	Ks6	Ss5, Ss6	As1,2,3

4. TEACHING PLAN

Study time	Description	Form of teaching and learning					Requirements for students' preparation before attendance of the classroom.
		Number of credits			Practice, practicum, gains through the practicum	Self – study, self-research	
		Theory	Exercises/ Discussion	Group working			
<i>Session 1</i>	Chapter 1: Sales Management: Its Nature, Rewards, and Responsibilities	3 hours	1		Teachers giving notice about : <i>A writing on the gains through the practicum</i> + A group of 3- 5 students will contact companies for permission for them to come to that company's shops to observe/ make an intenship about sales operation through point of a sales leader's	Students are required to find documents, references relating the chapter they will learn	Students are required to read the Chapter 2

					<p>view (in the fields of services, industrial goods, ...). + The students are required to make clips of the process of marking in reality. The students are required to learn about the preparation before and after-sale services. + The students are required to submit a writing on the gains through the practicum together with the clip on the 5rd week – 9th week.</p> <p><i>Practise sales management</i> : A group of 2 or 4 students may choose to practice the sale of a real product/ service (meeting customers in person or through internet) within the 3th week to the 8th week. They are required to submit a</p>		
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					report of the result of the sale management together with a clip, which must be submitted to teachers on the 8 th week to the 9 th week.		
<i>Session 2</i>	Chapter 2: Social, Ethical, and Legal Responsibilities of Sales Personnel	3 hours	1 hour		Group of students will register with the teacher the topic of writing the gains through practicum.	Students are required to find situations on business etiquettes through sources (interviews, building situations..). The Students are required to pre-study of the next chapter	Students are required to read the Chapter 3
<i>Session 3</i>	Chapter 3: Building Relationships through Strategic Planning	3 hours	1 hour		Groups of students will write the report on the gains through practicum.		Students are required to read the Chapter 4, 5
<i>Session 4</i>	Chapter 4: The Market-Driven Sales Organization Chapter 5: Forecasting Market Demand and Sales	3 hours	1 hour		Students will analyze situations in the classroom		Students are required to read the Chapter Ch. 6, Ch. 7

	Budgets						
<i>Session 5</i>	Chapter 6: Design and Size of Sales Territories Chapter 7: Sales Objectives and Quotas	3 hours	1 Hour		Students will analyze situations in the classroom Groups of students will do and submit a writing of the gains through the practicum		Students are required to read Ch. 8, Ch. 9, Ch.10, before next class
<i>Session 6</i>	Chapter 8: Planning for and Recruiting Successful Salespeople Chapter 9: Selection, Placement, and Socialization of Successful Salespeople Chapter 10: The Management of Sales Training and Development	3 hours	1 hour		Students will analyze situations in the classroom Groups of students will do and submit a writing of the gains through the practicum		Students are required to read Ch. 11, 12 before next class
<i>Session 7</i>	Chapter 11: Contents of the Sales Training Program: Sales Knowledge and the Selling Process Chapter 12: Motivating Salespeople toward High Performance	Lectures 2 hours	Group discussion 2 hours		Students will analyze situations in the classroom Groups of students will do and submit a writing of the gains through the practicum	Groups of students are required to make a plan for practice of knowledge	Students are required to read the Chapter Ch.13, 14 before next class
<i>Session 8</i>	Chapter 13: Compensation for High	3 hours	1 hour		Students will analyze situations in	Groups of students	Students are required to read the

	Performance Chapter 14: Leading the Sales Team				the classroom Groups of students will do and submit a writing of the gains through the practicum	perform the practice	Ch.15 before next class
<i>Session 9</i>	Chapter 15 Analysis of Sales and Marketing Costs	3 hours	1 Hour		Students will analyze situations in the classroom Groups of students will do and submit a writing of the gains through the practicum		Students are required to read Ch.16 before next class
<i>Session 10</i>	Chapter 16: Evaluation of Salespeople's Performance	3 hours	1 Hour		Students will analyze situations in the classroom	The students will systemat ize the learned knowledge and prepare for reviews of the knowledge	Students are required to review all Chapters at home and write down questions
<i>Session 11</i>	WRAP-UP & GENERALIZA TION OF THE COURSE			5 hours	Students will present sales projects' results		
	Q&A						
	TOTAL	30 hours	10 hours	5 hours			

5. LIST OF REFERENCES

Main text book	Charles M. Futrell (2009), <i>Fundamentals of selling : customers for life through service</i> , 11 th ed., New York : McGraw-Hill/Irwin
References:	<ol style="list-style-type: none"> DeCarlo, William L. Cron, Thomas E.. (2009) Dalrymple's sales management Bùi Văn Danh, Nguyễn Văn Dung, Lê Quang Khôi (2012) Quản trị bán hàng=Sales management Phạm Quốc Luyến, Bài giảng quản trị bán hàng, ĐH Tài chính – Marketing <p>Students may read these references in the Library of Finance-Marketing University</p>
Other sources:	The websites on sales management. Students may make reference at bookstores and on internet.

6. METHOD OF EVALUATION

Type	Quantity	Description	Timeline	Percentage of the numeric grade	Match the subject learning outcomes
Homework	1	Interviewing sales manager B2B	After one week	5%	Ss6, As1,2,3
Practice of organizing sales of goods in supposed situations	1	Practice of sale management skills	The weeks 9 +10	15%	Ks3,4,5,6; Ss1,2,3,4,5,6 As1,2,3
Group discussion in the classroom	3	According to the contents of each chapter	Random during the weeks 1 - 10	10%	Ks1,2,3,4,5,6 As1,2,3
Middle examination	1	Test of theories and situations	The week 7- 9	10%	Ks1,2,3,4,5,6; Ss1,2,3,4,5,6 As1,2,3
Final examination	1	Generalize and synthesize the theories and	According to the examination schedule	60%	Ks1,2,3,4,5,6; Ss1,2,3,4,5,6 As1,2,3
TOTAL				100%	

Principal

Dean of Faculty

Head of SM Dept.