



PERSONA CIÈNCIA EMPRESA  
Universitat Ramon Llull

## **SALES MANAGEMENT**

**Credits: 4,5 ECTS**

**Year: THIRD**

**Lecturer: Josep M. Vázquez Zacarías [josep.vazquez@iqs.url.edu](mailto:josep.vazquez@iqs.url.edu)**

### **OBJECTIVES**

The Sales Management course aims to place the student in the frame where commercial operations take place, in order to teach the student how to analyse main activities related with goods and services commercialization. The course includes the identification of main responsibilities associated to commercial functions in the company, including basic criteria to design strategies and manage commercial organizations.

The content of this subject should equip students to:

- Identify possible different causes of a commercial problem, analyse them, search for solutions, and assess them with regard to their effects and difficulties and recommend or decide the most appropriate (analysis and synthesis).
- Be able to carry out in group, two projects of research and analysis about the issues agreed with the lecturer, about the management of relationships with the market and the customers (teamwork).

### **PROGRAMME:**

1. Retailers: Traditional sales and great supply channels
2. Role for wholesalers
3. Emerging sales channels
4. Distribution strategies
5. Ethics in sale
6. Fairs: a way of commercial promotion
7. Sale techniques
8. Sale to organizations

9. Organization and sales management
10. Selection, training and assessment of sales staff
11. Compensation systems
12. Commercial Planning and Profitability
13. Pricing and Discounts Implementation
14. Commercial Administration and Customers Credit
15. Customer Service and after-sales service

### **TRAINING ACTIVITIES**

The training activities for this subject are as follows:

TRAINING ACTIVITIES	Percentage
A. Lectures presenting concepts and procedures	30%
B. Practical sessions (exercises, case resolution)	25%
C. Assignments	25%
D. Seminars or tutorials	n. a.
E. Personal study activities	10%
F. Assessment sessions	10%

### **ASSESSMENT SYSTEM**

Assessment System	Percentage
1. Continuous-assessment tests	20%
2. Classroom activities (exercises, discussion of practical cases, etc.)	10%
3. Assignments and presentations	20%
4. Projects	n. a.
5. Final assessment of exam	50%

#### **Assessment of competences:**

Continuous-assessment tests: Include the assessment of individual and group classroom exercises, as well as tests relative to case preparation for discussion.

Classroom activities: Through exercises and discussion of cases, students will be assessed mainly on their capacity to understand a situation and assess possible

behaviour alternatives. The discussion of advantages and disadvantages of each alternative and the selection of the most appropriate solution require oral expression abilities and teamwork capacity.

Works: Students must present two works about the study and analysis of commercial reality. They will help the students to feel near the practical commercial activity.

There are no projects in this course.

Final test: In addition to the continuous-assessment tests and the assessment of classroom activities, students must also sit a final test. Attendance is considered necessary to sit the exams and there are some obligatory works, projects and activities.

## **BIBLIOGRAPHY**

### **BASIC BIBLIOGRAPHY**

- Lawrence B. Chonko, Ben M. Enis, John F. Tanner. 1992. *Managing Salespeople*. Allyn and Bacon. Boston.
- Stern, L., El-Ansary, A., Coughland, A., Anderson, E. 2006. *Marketing Channels*. Pearson Prentice Hall. (previous edition in Spanish)

### **ADDITIONAL BIBLIOGRAPHY**

- Eglier, P., Langeard, E., 2000. *Servuction: le marketing des services*. Mc-Graw-Hill/Schaum. Paris. (previous edition in Spanish)
- Clothier, Peter. 1991. *Multi-Level Marketing*. Ed. Kogan Page. London. (Edition in Spanish)
- Nagle T., Hogan, J., 2006. *The Strategy and Tactics of Pricing: A Guide to Growing More Profitably*. Pearson Education. Upper Saddle River, NJ, USA (Edition in Spanish)
- Miller, R., Heiman, S., Tuleja, T. 2003. *The New Strategic Selling*. Kogan Page.