



Course Title: GLOBAL SALES AND CHANNEL MANAGEMENT

Course Code: IB701

Credit Units: THREE

Level: PG

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- The course introduces the student to various aspects of salesmanship and trends with the principle objective of developing skills in identification, analysis and possible solutions to the problems encountered in practice of sales and distribution management.
- The course is designed to help the student master excellence in sales by improving the effectiveness of an organization's sales investments and interactions with customers; and by simultaneously driving for efficiency in all distribution channels.
- The course covers the strategies specific to coordinating the sales force with the sales channels to reduce customer defection. Further the course focuses on sales skills required for a salesman to get growth in an organization at different levels.

Prerequisites:

The student opting for this course should have successfully completed the course of Marketing Management. Some work experience, whether in a family owned business or with a medium-to-large organization is desirable but not necessary.

Student Learning Outcomes:

- The student who completes the course successfully will be able to list, order and state the importance of distribution in the success of any product/ service. He/ she will be better positioned to analyze, outline and test the theoretical perspectives of sales and distribution management and its impact on marketing decisions.

- The student of the course will be able to identify, predict and review opportunities to increase sales force efficiency, design and implement compensation and incentive programs to encourage the highest possible employee performance
- The graduate will be better positioned to choose, illustrate and employ different concepts of channel management to ensure optimal performance levels of the sales managers across territories. The student will be able to formulate the distribution strategies differentiating itself, wherever necessary from that of competition, and create a support for the sales managers across select markets.
- The student will be better positioned to know how sales strategies are framed in lieu with forecasting methods and territories allocated with the permitted budget, determine the size of sales force, staffing and appraisal of sales force and know the ways of motivating and compensating salesman.
- By the end of the course, the student will be better positioned to assess and evaluate the strategies to minimize opportunity costs directly and indirectly related to distribution of products and services

Course Contents/Syllabus:

	Weightage (%)
Module I Global Sales Management	15
<ul style="list-style-type: none"> • Sales Management in the Global Environment • Global Sales Challenges- Technological Innovations, Demographic Changes, Relationship Marketing, Economic Changes, Legal and Ethical Challenges • Culture and Sales • Levels of Cultural Aggregation • Linkage between sales and distribution management 	
Module II Cross- Cultural Communication, Negotiations and the Global Selling Process	15
<ul style="list-style-type: none"> • The Interpersonal Communication Process; Understanding cultural differences between geographies • The Negotiation process • Antecedents to Negotiations • Information Variables and Outcomes • The Global Selling process • Relationship Building • Product Offering • Securing the Purchase and Maintaining the Relationship 	
Module III Global sales organization	20
<ul style="list-style-type: none"> • Analyzing and Building a Sales Organization • Sales Force Organizational Concepts • Sales Structures in Global Markets • Multiple Sales Force Options – National Account Management, Global Account Management and Company Agents • Evaluating the Organization • Sales Forecasting 	
Module IV Managing The Global Sales Force	25
<ul style="list-style-type: none"> • Selecting the Global Sales Force • Sales Training for the Worldwide Market Place 	

<ul style="list-style-type: none"> • Motivating the Sales-force • Managing The Global sales Territory- • Compensating The Global Sales Force • Sales force efficiency, design and implement compensation and incentive programs • Staffing and Appraisal of sales force 	
Module V Logistics and Distribution Channels	25
<ul style="list-style-type: none"> • Introduction to Logistics and Distribution • Logistics and Supply Chain structure • Customer Service and Logistics • Physical Distribution, Channel Types and Structures • Channel Selection and Channel Management • Outsourcing Channels 	

Pedagogy for Course Delivery:

Tutorials, Interactive sessions, Case studies, Field visits, Management games, Extensive research projects, Seminars, Weekend experience in companies - the course is covered by adopting a combination of lecture methods, class presentation by groups of students, self study sessions. Cases are also to be analyzed, discussed in groups (teams) outside the class as preparatory work. We encourage the students to take-up a project with a leading company together with this course to put theory to practice.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30	NA	70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Viva	Attendance	

Weightage (%)	10	10	5	5	70
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Text & References:

- Sales and Distribution Management, Haveldar, Carvele, Tata McGraw-Hill, ISBN: 978-0070611900
- Sales and Distribution Management, Venugopal, Response, ISBN: 978-8178298481
- Basics of Distribution Management, Kapoor S, Kansal P, PHI, 81-20321820

Journals:

- Harvard Business Review
- MIT Sloan Management Review
- Knowledge @ Wharton
- International Journal of Sales
- The Journal of Sales and Marketing

Any other Study Material:

- Still, R Richard., Cundiff D Edward., Norman Govoni.,2008., Sales Management.,5th ed., Prentice Hall India
- Futrell Charles M. , 2008., Fundamentals of Selling 10thed.,Tata McGraw –Hill ,India
- PnadaTapan K., 2008, Sales and Distribution Management, 2nd ed., Oxford, India
- Havaldar Krishna K., CavaleVasant M., 2010., Sales and Distribution Management, text and cases., 7th ed., Tata McGraw- Hill, India
- Relationship Marketing and Distribution Channels, Barton A. Weitz, University of Florida, Sandy O. Jap, Massachusetts Institute of Technology, Journal of the Academy of Marketing Science, Volume 23, No. 4, pages 305-320.
- Distribution Channel Structure: An Overview Of Determinants, Adriano Maniçoba da Silva, Revela, 2008
- Organizing and Managing Channels of Distribution, Gary L. Frazier, Journal of the Academy of Marketing Science, SAGE Publications on January 4, 2008
- A Bargaining Theory of Distribution Channels, Journal of Marketing Research, Volume XL (February, 2003)
- Determinants of Margins in the Distribution Channel, Michaela Draganska, Daniel Klapper, Sofia B. Villas-Boas, Research Paper Series, Stanford Graduate School of Business, February 2007