



**Department of Business Administration**

**University of Cihan- Sulaimaniya**

**Subject: Sales Management**

**Course Book – Year 3 Semester 1**

**Lecturer's name : Dr. Wrya Najm Rashid**

**Academic Year: 2024/2025**

# Course Book

<b>1. Course name</b>	<b>Sales Management</b>
<b>2. Lecturer in charge</b>	<b>Wrya Najm Rashid</b>
<b>3. Department/ College</b>	<b>Business administration</b>
<b>4. Time (in hours) per week</b>	<b>2hour</b>
<b>5. Office hours</b>	<b>2 hours</b>
<b>6. Course code</b>	
<b>7. Teacher's academic profile</b>	<a href="https://sites.google.com/a/univsul.edu.iq/wrya-rashid/">https://sites.google.com/a/univsul.edu.iq/wrya-rashid/</a>
<b>8. Keywords</b>	<b>Marketing, Marketing Mix, Sales, Management</b>
<p><b>9. Course overview:</b>  <b>SCOPE&amp; SIGNIFICANCE OF PERSONAL SELLING AND SALES MANAGEMENT</b></p> <p>The next step is to develop the best strategies to get you there. Usually, this is achieved by developing a marketing mix. The marketing mix represents the entire marketing process, which aids in getting you to your goals. It is composed of four key elements of the marketing process. They are product, price, place, and promotion. Developing strategies that are focused on these four areas will assist in building a strategic plan. Sales Management is the business function that identifies customer needs and wants, determines which objective of markets the organization, and determine &amp; designs appropriate products, services, and suitable programs to serve these markets. It guides the entire organization and market. marketing goals create customer satisfaction by good/service building customer value –based on relationships with customers, with other internal and external Marketing. Then -result is gaining market leadership by focus on understanding consumer needs and finding solutions of marketing challenge. The objective of this course is to take a practical, managerial approach to marketing. Planning the personal selling program and implementing and controlling the personal selling effort of the firm.</p>	
<p><b>10. Course objective:</b></p> <ul style="list-style-type: none"> <li>✓ <b>Understand Nature of Personal Selling and Sales Management .</b></li> <li>✓ <b>Learn how to design business through sales management.</b></li> <li>✓ <b>Understand SM in marketing’s role in strategic planning and how marketers partner with others.</b></li> <li>✓ <b>Be able to describe the SM process and the forces that influence it.</b></li> <li>✓ <b>Understand the Sales management functions, including the elements of the marketing plan.</b></li> <li>✓ <b>Knowledge of SM functions, marketing, customer value, needs, want.</b></li> <li>✓ <b>Understanding the role of SM.</b></li> </ul>	

### 11. Student's obligation

- 1- Students will be required to provide a summary of each chapter that will be discussed in class to see their understanding of the lecture.
  - 2- Quizzes will be given at the end of each chapter to test students' knowledge of the subject.
- Case studies will be given to students to analyse and provide summary of the case.

### 12. Forms of teaching

1- Class time is primarily devoted to lectures, using Power Point presentation. Also, data show will be used in the lecturers, presentation.

### 13. Assessment scheme

Midterm Examination	30 %
Paper, Quiz, Project	10 %
Lab exam	**%
Final Practical Examination	**%
Final theory exam	60 %

### 14. Student learning outcome:

After this course , the students will be able to understand the followings:

- 1- Management and organization goals ,
- 2- Sales Management
- 3- Operating and control system SM
- 4- STRATEGIC plan OF SM

### 15. Course Reading List and References:

1. Brown, Ronald. *From Selling to Managing: Guidelines for the First-Time Sales Manager*. AMACOM, 1990.
2. Burstiner, Irving. *The Small Business Handbook*. Prentice-Hall, 1989.
3. Churchill, Gilbert A., Jr., Neil M. Ford, and [Orville](#) C. Walker, Jr. *Sales Force Management: Planning, Implementation, and Control*. 3rd ed. Irwin, 1990.
4. Petrone, Joe. *Building the High Performance Sales Force*. Productivity Management Press, 1994.
5. Stafford, John, and Colin Grant. *Effective Sales Management*. Nichols, 1986.
6. Stanton, William J., and Richard H. Buskirk. *Management of the Sales Force*. 7th ed. Irwin, 1987.
7. Wilner, Jack D. *Seven Secrets to Successful Sales Management*. CRC Press, 1997.

## Marketing reference

- 1- ■ Jone L. Giese & Joseph A.Cote (2000) **Defining consumer Satisfaction**, academy of marketing science –Washington state university ,USA .
- 2- Kimbrell ,Grady & Woloszyk ,Carl A. (2006), **Marketing Essentials**, The McGraw-Hill ,New York.
- 3- Kotler , P. (2007). **Marketing Management**. (12th ed.). New Jersey:Person Education Inc.
- 4- Kotler , Philip (2000) , **Marketing Management Analysis , PlanningImplementation and Control** , PRENTICE –Hail Inc, The Millennium.
- 5- Michael, J. Bbaker and Susan, Hart ,(2008), **The Marketing Book**, Sixth Edition, Elsevier ,Linacre House, Jordan Hill, Oxford OX2 8DP, UK.
- 6- Newell,Frederick,(1998),**The New Rules of Marketing**, first print, McGraw HILL Companies, New work , America .
- 7- O.Bearden, William, (2007), **Marketing Principles and Perspectives**, 15th ,Mc Graw-Hill Lrwing New York

## 16. The Topics:

Lecture No	Topic
Weak 1	Sales Management definition and scope.
Weak 2	- planning , marketing strategic
Weak 3	- THE PERSONAL SELLING PROCESS: BUILDING RELATIONSHIPS
Weak 4	- Stages and objectives of the personal selling process
Weak 5	-THE SALES MANAGEMENT PROCESS
Weak 6	-Sales plan formulation-Implementation- Evaluation –Account management policy grid
Weak 7	--Relationship Selling--Sales Engineer-Team Selling-Adaptive Selling-Consultative Selling-Sales Plan-Sales force Automation
Weak 8	<b>Exam</b>
Weak 9	Nature and important of sales management
Weak 10	- Relationship –based selling - Managing the sakes force

<b>Weak 11</b>	- Steps in designing and Managing sales force - Sales manager s duets and responsibilities. -problem in sales management.
<b>Weak 12</b>	Different sales strategy.- selling partner -Hard selling Vs Soft selling
<b>Weak 13</b>	product centred selling –client centred
<b>Weak 14</b>	- Sales Management strategy
Final Examination	

**17. Peer review**

**Main Lecturer incharged** **Head of The Department**