

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
SALES AND SUPPLY CHAIN MANAGEMENT

Objectives :

The basic objective of the course is to provide students with knowledge , skills and attitude to specify , evaluate & utilize information for successful distribution & promotion (sales) of products & Services from producer to consumer / buyer .

Contents :

Nature and scope of sales Management ; setting and formulating personnel selling Objectives ; Personnel selling process – negotiation , customer relationship management ; Recruiting and selecting sales personnel ; Developing and conducting sales training programs , Designing and administering Compensation plans , Supervision of sales men , Motivating sales personnel , sales meetings and sales contests ; Designing territories and allocating sales Efforts ; Objectives and quotas for sales personnel ; Developing and Managing sales evaluation programs ; sales cost and cost analysis .

Distribution , Logistics , supply chain management – Their role in Marketing

Physical distribution & sales

Transportation and physical distribution

Elementary aspects of transportation , Modes of transportation , Transportation costing in relation to marketing , Transportation pricing & carrier liability

Marketing channels & Distribution Management

Significance of channels , channels for new products , Evaluating channel performance ; physical distribution information centre , packaging , testing , costs in physical distribution .

Distribution Audit

Organizational patterns in marketing channels

Vertical marketing systems , conventional marketing channels , voluntary & co- operative group , franchise systems.

Channel management by channel participants

Channel management by manufacturers , wholesalers , retailers , Joint channels management through partnership .

References:

1. Anderson , R Professional sales management : Englewood cliffs , New Jersey , Prentice Hall Inc , 1992
2. Anderson , R Professional personnel selling :Englewood cliffs , New Jersey , Prentice Hall Inc , 1991
3. Buskirk , R H and Stanton , W J Management of sales Force . Homewood Illinois , Richard D Irwin
4. Dalrymple D J Sales management : Concept and cases . New York John Wiley 1989
5. Johnson , E M Sales management : concept , Practice and cases . New York , McGraw Hill