

Sales Force and Key Account Management

Academic Year: (2020 / 2021)

Review date: 08-07-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

OBJECTIVES

Skills to be acquired

General skills

*CG12: Ability to manage and leadership.

*CG13: Tolerance and respect for diversity (gender, ethnic groups, culture).

Specific skills:

*CE5: To understand and use statistics and econometrics tools to analyze data and marketing problems through scientific models, using appropriate software.

*CE9: Analysis, evaluation and decision-making regarding distribution channels and sales force. Integrated distribution channels and supply management, conflicts management, efficiency, and activities of distribution and logistics, sales techniques, negotiation, management, account management, customer management and CRM, as well as new technologies for managing customer data).

Learning objectives:

¿ Understand the keys issues from personal selling to Key Account Management.

¿ Gain basic skill in human resource management in sales processes.

¿ Develop an understanding of profitable Sales force management

DESCRIPTION OF CONTENTS: PROGRAMME

Introduction to sales management

Management of sales force

Territory design

Organizing the sales force and planning selling efforts

Recruitment and selection of sales personnel

Training of sales force

The evolution of personal selling process

Key Account Management

control systems sales force

Incentives and rewards for sales force

Sales force training

Sales force motivation

Leadership and coaching

LEARNING ACTIVITIES AND METHODOLOGY

The subjects will be bimodal 50% (synchronous online teaching in big or aggregate groups, face-to-face teaching in small groups).

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM

Your final grade will be assigned based on:

Participation in-class, discussion, assignments, quizzes and cases studies: 60%

Final exam: 40%.

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- Capon, N. Key Account Management and Planning, , Free Press, 2001
- Dalrymple, Douglas J., Cron William L. Sales Management: Concepts and Cases, 8th Edition, , Wiley, 2010
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- Futrell, C.M. Sales Management ¿Teamwork, Leadership and Technology, 8th edition, , Harcourt College Publishers, 2010
- Mark W. Johnston, Greg W. Marshall Sales Force Management Leadership, Innovation, Technology, 12th Edition , Routledge, 2016
- Thomas N Ingram, Raymond W. LaForge, Charles H. Schwepker, Michael R Williams Sales Management ¿ Analysis & Decision Making, 7th edition,, Routledge, 2008