

Sales Force and Key Account Management

Academic Year: ( 2023 / 2024 )

Review date: 22-03-2023

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 OUTCOMES

The student lists the techniques for managing the sales force

The student applies the appropriate strategy for the sales function.

## 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

### TRAINING ACTIVITIES OF THE SUBJECT

AF3 Theoretical practical classes

AF6 Group work

AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours /% face-to-face

AF3 147 147 100

AF6 203 0 0

AF7 175 0 0

TOTAL SUBJECT 525 105

## TEACHING METHODOLOGIES

MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

MD3 Resolution of practical cases, problems, etc. raised by the teacher individually or in groups

MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases

MD5 Preparation of works and reports individually or in groups

## 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.

<b>% end-of-term-examination:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	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
- Dalrymple, Douglas J., Cron William L. Sales Management: Concepts and Cases, 8th Edition, , Wiley, 2010
- 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