

Course list



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Sales and Distribution Management

₹2,000.00

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Sahney
IIT Kharagpur

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*Additional GST and optional
Exam fee are applicable.

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Description	Additional information	Certification Process
Course Details	Reviews (0)	

Course Details

Week 1 : Introduction to Sales Management

Week 2 : Determining Sales related Marketing Policies–Sales
Organization; Sales Department Relations



Week 3 : Sales Organization; Sales Department Relations Planning,

Sales Forecasting and Budgeting

Week 4 : Buyer-Seller Dyads Diversity of Personal-selling

Situations Theories of Selling

Week 5 : The Selling Process-Sales Force Management

Week 6 : Sales Force Management

Week 7 : Management of Sales Territory & Management of Sales

Quota

Week 8 : The Sales Budget , Sales Control-Distribution Channel

Management

Books and References

Text Books / Basic Material • Sales Management: Decisions, Strategies and Cases, Still, Cundiff & Govoni, Pearson Education.



