SALES AND DISTRIBUTION MANAGEMENT

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TYPE OF COURSE : Rerun | Elective | UG/PG
COURSE DURATION : 8 weeks (15 Feb' 21 - 09 Apr' 21)
EXAM DATE : 25 Apr 2021

PRE-REQUISITES : None
INTENDED AUDIENCE : For anyone keen to improve his/her sales and marketing skills -Elective Course
- PG Course - MBA, PhD
INDUSTRIES APPLICABLE TO : This is a marketing elective which deals with effective and efficient sales
force management. Every company that deals with customers sales will
recognize the relevance of this course.

COURSE OUTLINE :
The course investigates factors influencing the optimal design and management of distribution channels
with particular emphasis on sales force management and channel designs for improving efficiency. The
objective of the Course is to provide an understanding of Sales Management, with particular emphasis
on sales force management

ABOUT INSTRUCTOR :
Prof. Sangeeta Sahney is Professor at the Vinod Gupta School of Management, IIT Kharagpur. A
gold medalist in MBA, and a PhD. From IIT Delhi in Management, she served as a faculty
member at U.P Technical University and IIT Roorkee, before joining IIT Kharagpur in 2005. With a
specialization in Marketing, she also teaches Organizational Behavior and HRM. Her research
interests include studies in consumer behavior, organizational behavior and service quality primarily
quality management in education. She has also taught at AIT, Bangkok as a part of the Indian
Secondment in 2009 and 2016. She has published research papers in many leading national and
international journals, and has also received several awards and accolades. She has also authored

COURSE PLAN :
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