



# MKTG307

## Sales Management

S2 Evening 2017

*Dept of Marketing and Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Lecturer in Charge

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Friday at 2pm or other times by appointment. Email to confirm.

Tutor

Wayne Kingston

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Contact via Email or approach at class time

N/A

Tutor

Teresa Corsalini

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Contact via Email or approach at class time

Arrange appointment at class or by email

Credit points

3

Prerequisites

(STAT150 or STAT170 or STAT171 or PSY122) and 6cp at 200 level including (MKTG202 or MKTG203 or MKTG204 or MKTG208 or MKTG210 or MKTG213)

Corequisites

Co-badged status

Unit description

This unit involves organising and planning the company's overall selling efforts and integrating these efforts with other elements of the firm's marketing strategy. It also includes the selecting of appropriate sales personnel, and designing and implementing policies and procedures that will direct their efforts towards the firm's desired objectives. The final part of the unit involves developing procedures for monitoring and evaluating sales force performance so that adjustments can be made to either the sales program or its implementation.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

The objective of this unit is to provide an understanding of the responsibilities of management in achieving company strategies through professional and effective sales management techniques. This will include the variant requirements that service and manufacturing organisations have and their impact on sales team make up and effectiveness. The specific outcomes of the unit are set out but cover these main topics:

- Understanding selling • Account Management • Sales Force Organisation • Recruiting Sales Staff • Sales Training • Leading and Motivating a Sales Team • Managing and Delivering Compensation Programs

To enable students to grasp the true value of selling as a critical corporate function; Throughout the course, the emphasis is on the practical processes as used in the modern business: identifying needs, building the appropriate team, analysing results and using it as the basis of your decision making.

To gain an insight into the various sales methodologies that an organisation may employ.

To analyse the sales team structure and how to build, train and manage that team.

The Group assessment is designed to encourage engagement with other students that produces a final deliverable that is enhanced by collaboration and team participation.

The specific outcome being peer learning and establishment of a team mentality.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#"><u>Class Presentation</u></a>	25%	No	Weeks 3-11
<a href="#"><u>Individual Assignment</u></a>	35%	No	Week 8
<a href="#"><u>Group Assignment</u></a>	40%	No	Week 12

## Class Presentation

Due: **Weeks 3-11**

Weighting: **25%**

Students will be provided a topic related to selling and sales management and will have to give

a 5 minute presentation **without the aid of palm cards or notes**, demonstrating an understanding of the topic and its implications for business success. Topics will be discussed and agreed in Week 2 and a marking guide will be provided on iLearn.

Students unable to present on their allocated week will need to advise the tutor and make suitable alternate arrangements

On successful completion you will be able to:

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  - Understanding selling • Account Management • Sales Force Organisation • Recruiting Sales Staff • Sales Training • Leading and Motivating a Sales Team • Managing and Delivering Compensation Programs
- To enable students to grasp the true value of selling as a critical corporate function; Throughout the course, the emphasis is on the practical processes as used in the modern business: identifying needs, building the appropriate team, analysing results and using it as the basis of your decision making.
- To gain an insight into the various sales methodologies that an organisation may employ.
- To analyse the sales team structure and how to build, train and manage that team.

## Individual Assignment

Due: **Week 8**

Weighting: **35%**

Your assignment must be submitted to Turnitin; details will be provided with the Assignment Topic.

No extensions will be granted. There will be a deduction of 10% of the total available marks from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission - 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

- The objective of this unit is to provide an understanding of the responsibilities of management in achieving company strategies through professional and effective sales management techniques. This will include the variant requirements that service and

manufacturing organisations have and their impact on sales team make up and effectiveness. The specific outcomes of the unit are set out but cover these main topics:

- Understanding selling • Account Management • Sales Force Organisation • Recruiting Sales Staff • Sales Training • Leading and Motivating a Sales Team • Managing and Delivering Compensation Programs
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- To gain an insight into the various sales methodologies that an organisation may employ.
- To analyse the sales team structure and how to build, train and manage that team.

## Group Assignment

Due: **Week 12**

Weighting: **40%**

Your assignment must be submitted to Turnitin; details will be provided with the Assignment Topic.

Written Report - 30 Marks

Class Presentation - 10 marks

Students will be organised into syndicate teams. This is a group exercise, and as such, all members of the group are expected to contribute actively and substantially. 50% of the written mark (15 marks of the 20) for the written report will be based on the individual contribution and will be assessed based on the assignment submission highlighting the contribution by each team member. Some members of the group may provide more input in the research area whereas others may do more of the actual written presentation. The group will be required to acknowledge that all group members have given quality time to the project. Your groups will be organised in class. The topic will be distributed in class in Week 6 – your responses and presentations will be required in your tutorial in Week 12. Your assignment must be submitted to Turnitin; details will be provided with the Assignment Topic. A peer review form must be submitted by each student.

The Class Presentation will be individually marked by student.

No extensions will be granted. Students who have **not** submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for disruption of studies is made and approved.

On successful completion you will be able to:

- The objective of this unit is to provide an understanding of the responsibilities of management in achieving company strategies through professional and effective sales

management techniques. This will include the variant requirements that service and manufacturing organisations have and their impact on sales team make up and effectiveness. The specific outcomes of the unit are set out but cover these main topics:

- Understanding selling • Account Management • Sales Force Organisation • Recruiting Sales Staff • Sales Training • Leading and Motivating a Sales Team • Managing and Delivering Compensation Programs
- To gain an insight into the various sales methodologies that an organisation may employ.
- The Group assessment is designed to encourage engagement with other students that produces a final deliverable that is enhanced by collaboration and team participation. The specific outcome being peer learning and establishment of a team mentality.

## **Delivery and Resources**

### **Technology Used: Unit web page**

Please note the unit's logon iLearn address is: <http://ilearn.mq.edu.au>

Here you will find the unit resources, learning materials, important announcements, marking guides, and assessment drop boxes. It is each student's responsibility to regularly check iLearn.

The lecture in this unit will be recorded using iLearn.

### **Textbook:**

The text for this unit is as listed below, and is available in an eBook version only:

### **Sales Management: Shaping Future Sales Leaders**

#### **Tanner**

Pearson New International Edition eBook : 9781292036625

This eBook can only be purchased by people residing in Australia with an Australian credit card. Click [below](#) to find the Pearson website for your region.

<http://www.pearson.com.au/pearsons-story/technology-learning/ebooks/us-ebook-purchasing/>

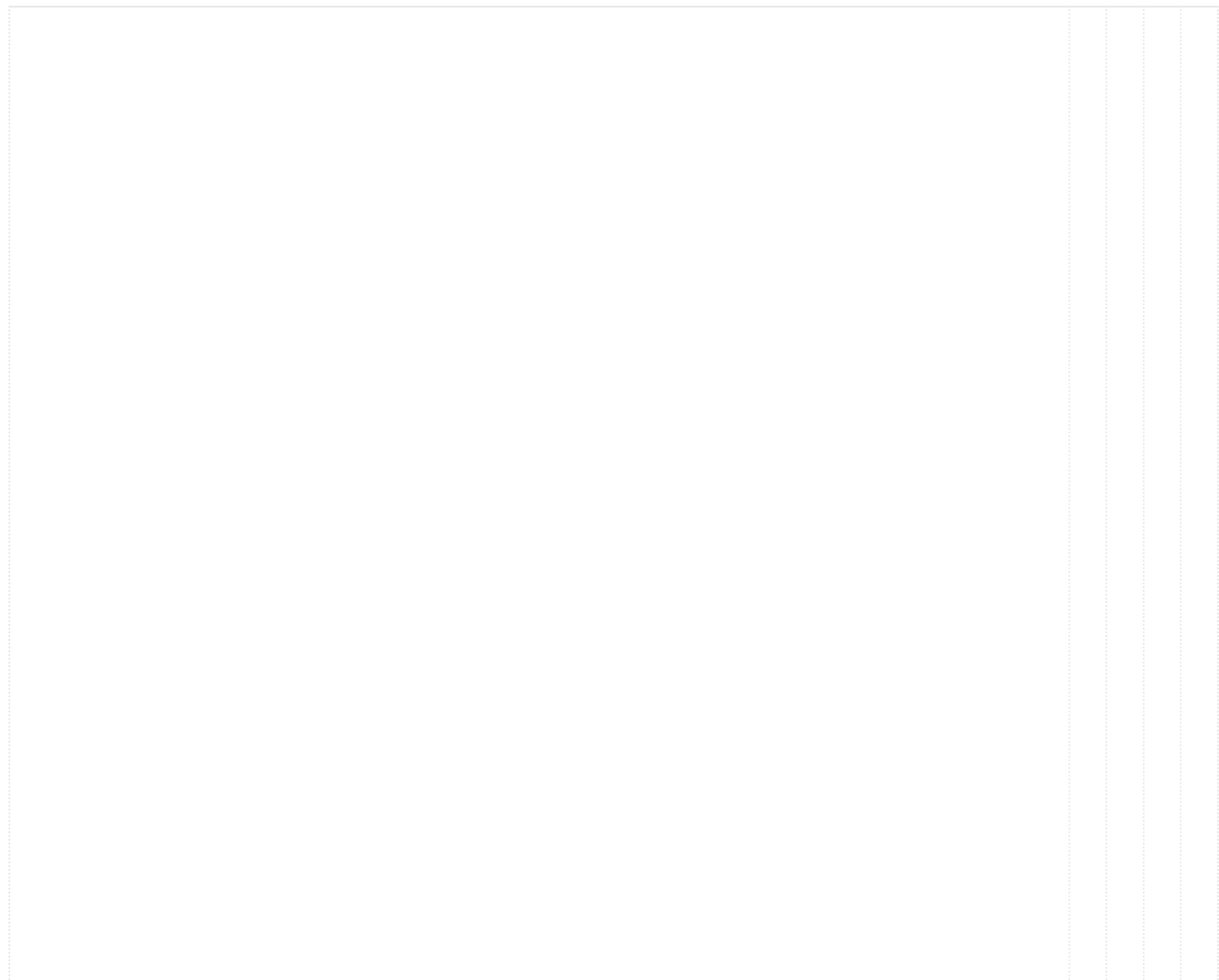
## Unit Schedule

Week	Day / Date	Lecture Topic	Required Reading	Tutorial Activity
1	July 31st	Introduction to Sales Management	Chapter 1	No tutorial
2	7 August	Sales Functions Leadership	Chapters 2 & 3	Structure, Expectations and Group Formation
3	14 <sup>th</sup> August	Ethics	Chapter 4	Leadership Styles and Successes Presentations <b>Individual Assignment Allocated</b>
4	21 <sup>th</sup> August	B2B & CRM Leveraging IT	Chapters 5 & 6	Presentations
5	28th August	Designing the Sales Force Recruitment	Chapters 7 & 8	Negotiation Skills 1 Role Plays
6	4th September	Sales Training	Chapters 9	Negotiation Skills 2 Role Plays <b>Group Assignment allocated on iLearn</b>
7	11th September	Supervising & Managing	Chapter 10	Industry Reviews for Group Assignment
<b><u>Semester Break</u></b>				
8	2nd October	No class - Public Holiday		<b>Personal Assignment due on Turnitin &amp; to BESS</b>
9	9th October	Motivation, Goal Setting, Performance & Rewards	Chapters 11 & 12	Motivation at different career stages
10	16th October	Customer Information	Chapter 13	Question based selling
11	23rd October	Evaluating Sales Performance	Chapter 14	Remuneration Analysis



12	30th October	Cultural Forces	Chapter 15	<b>Group Assignment due in class</b> Group Presentations				
13	6th November	Course Review		Group Presentations				

Please Note: Individual presentations will be conducted throughout Weeks 3-11 in your tutorials. You will be advised on iLearn when you will be presenting.



## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.html)

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public [http://www.mq.edu.au/policy/docs/complaint\\_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html)

Disruption to Studies Policy (in effect until Dec 4th, 2017): [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html)

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](http://ask.mq.edu.au).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to

handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

## **Learning outcomes**

- To enable students to grasp the true value of selling as a critical corporate function; Throughout the course, the emphasis is on the practical processes as used in the modern business: identifying needs, building the appropriate team, analysing results and using it as the basis of your decision making.
- The Group assessment is designed to encourage engagement with other students that produces a final deliverable that is enhanced by collaboration and team participation. The specific outcome being peer learning and establishment of a team mentality.

## **Assessment tasks**

- Class Presentation
- Individual Assignment
- Group Assignment

## **Discipline Specific Knowledge and Skills**

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

## **Learning outcomes**

- The objective of this unit is to provide an understanding of the responsibilities of management in achieving company strategies through professional and effective sales management techniques. This will include the variant requirements that service and manufacturing organisations have and their impact on sales team make up and effectiveness. The specific outcomes of the unit are set out but cover these main topics:
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- To analyse the sales team structure and how to build, train and manage that team.

## **Assessment tasks**

- Class Presentation
- Individual Assignment
- Group Assignment

## **Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

## **Learning outcomes**

- The objective of this unit is to provide an understanding of the responsibilities of management in achieving company strategies through professional and effective sales management techniques. This will include the variant requirements that service and manufacturing organisations have and their impact on sales team make up and effectiveness. The specific outcomes of the unit are set out but cover these main topics:
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## **Assessment tasks**

- Individual Assignment

- Group Assignment

## Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

### Learning outcomes

- The objective of this unit is to provide an understanding of the responsibilities of management in achieving company strategies through professional and effective sales management techniques. This will include the variant requirements that service and manufacturing organisations have and their impact on sales team make up and effectiveness. The specific outcomes of the unit are set out but cover these main topics:
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### Assessment tasks

- Class Presentation
- Group Assignment

## Changes from Previous Offering

There has been a change to this program by eliminating the Final Exam and enhancing the three other assessment tasks.

## Research and Practice, Global Contexts and Sustainability

Sales management is an exciting and cutting edge commercial environment and delivery of this unit is based on linking our content to current research and practices in a global context. Students will be exposed to the most recent thinking on the subject via lectures, readings and assessments and the need for such activities to be cognisant of current best practice in the area of sustainability.