

***Sales Management
Online
Fall 2025
2025-FALL-MARK-4365.060***

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General Course Information

Course Description:
Sales management is the managing of the relational and entrepreneurial function of sales persons to implement the sales goals of an organization. The integration of behavioral research provides an understanding of the role of the salesperson within the sales organization and in relation to buyers. The course is split into two major sections - personal selling and sales management. Personal selling examines the dyadic interaction between buyer and seller. Managing the sales force covers planning, organizing, directing, and controlling the activities of the sales personnel.
Course Objectives:
<p>The basic objectives of this class are to provide you with an understanding of the necessary skills to be a professional salesperson, the spectrum of activities in which sales managers engage, and how the sales management process relates to the marketing process. The course will focus on the following interrelated issues:</p> <ol style="list-style-type: none">1. The personal selling function, including approaches to personal selling, the selling process, and sales careers.2. The role of personal selling as one form of promotion for an organizations products or services.3. The formulation of a sales program, including planning and organizing the selling effort, and deploying the sales force.4. The implementation of the sales program, including recruiting and selecting the sales personnel, training the sales force, and directing the efforts of the sales force.5. The establishment of performance objectives and the evaluation of sales organization effectiveness and of salesperson performance. <p>By the end of the course you should have a solid understanding of the selling process, of the complexities of the decision areas for which a sales manager is responsible, and of the interrelationships among these decision areas.</p>

GUIDELINES FOR PREPARING ORAL CASES:

1. Oral cases must be limited to 15 minutes each. Tables, graphics and other exhibits are to be presented using MS PowerPoint. You are encouraged to make liberal use of MS PowerPoint graphics to illustrate the points you wish to make.
2. All oral cases are to be done by groups. Collaboration between group members is necessary to effectively identify important sales management issues and solutions to each case.
3. Cases will be graded on organization, understanding, clarity of exposition, breadth, depth of coverage, originality and neatness.
4. It is expected that students presenting oral cases dress in proper business form. Any group member inappropriately dressed for the presentation will be downgraded.
5. The format that should be followed for oral cases and the importance of each section is as follows:
 - a. Problem Definition (10%) - A concise description of the case scenario including a succinct and clear definition of the problem.
 - b. Key Issues for Consideration (15%) - A description of the critical factors impacting on the decisions to be made (e.g., situational factors: economic, legal, competitive, etc.) as well as the criteria against which the decision is to be evaluated (e.g., market share, growth, profit margin, etc.).
 - c. Analysis (including references to tables, figures, appendices, etc., which are presented at the end of the written text) (65%) - Includes calculations and other exhibits presenting information in a concise, meaningful manner. This section is not a rehash of the facts in the case, but an alternative way to view the case information. For example, market share information might be calculated from the number of households currently using a product out of the total number of households in a given region. Always attempt to calculate meaningful numbers bearing on the decision problem from the information given in the case.
 - d. Recommendations (10%) - This is your decision and the rationale that you used to arrive at the decision. An important section to be included here is suggestions to facilitate implementation of your recommendations.
4. After the group presentation, each group will receive a case group grade. Then, each group member will have an opportunity to evaluate the performance of the other members of the group. These "peer evaluation" measures will then be applied to the group grade to determine each group member's grade.

Prerequisites:
Marketing 3050
Required Text:
Sales Management: Analysis and Decision Making 11 th Edition, Ingram, LaForge, Avila, Schwepker, and Williams. Routledge, 4 Park Square, Milton Park, Abingdon, Oxon, OX14 4RN ISBN: 978-1-032-42634-1 (hbk) ISBN: 978-1-032-42635-8 (pbk) ISBN: 978-1-003-36358-3 (ebk)

Class Policies

Grading:	
Exams (3 @ 20% each)	60%
Personal Case Analysis	15%
Case Analysis	25%
Final Grade	100%
Your final grade will be based on the following scale:	
A=90-100%	
B=80-89.9%	
C=70-79.9%	
D=60-69.9%	
F=59.9% and below	
* Excused absences from an exam will require the student to take the missed exam during the final examination period (additional time will not be provided).	
* Unexcused absences for exams or other assignments will result in a grade of zero.	
* Exams will not be curved however, I do reserve the right to throw out problematic questions.	
Academic regulations and procedures as found in the Appstate Catalog govern all grading and academic policies.	
Attendance & Class Participation:	
As this is an online class, participation is related to completion of the modules and assigned exams during the specified time period.	

School Policies

Academic Dishonesty:
American Disabilities Act:
Please inform me of any special accommodations needed as soon as possible. It is the policy of UTTyler that faculty in the School of Business make every effort to accommodate unique and special needs of students with respect to speech, hearing, vision, seating, or other possible disabling conditions.

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Course Schedule

The schedule is subject to change as and when necessary.

Week of	Week	Chp	Topic
	1	1	Course Introduction / Changing World of Sales Management
Describing Sales Leadership, Management, and the Personal Selling Function			
	2	1-7	Changing World of Sales Management/ Sales Leadership, Management, and Supervision
	3	7	Sales Leadership, Management, and Supervision
	4	7-2	Sales Leadership, Management, and Supervision / Overview of Personal Selling
	5	2	Overview of Personal Selling
<i>Sept 29th</i>	6	Chapt 1, 7, 2	Test 1 – September 29th
Defining the Strategic Role of the Sales Function			
	7	3	Organizational Strategies and the Sales Function Presentations case 3.1 and case 3.2
	8	3 - 4	Organizational Strategies and the Sales Function / Sales Organization Structure and Salesforce Deployment
	9	4	Sales Organization Structure and Salesforce Deployment
	10	6	Case 4.1 and 4.2 Continual Development of the Salesforce: Sales Training
<i>Nov 3rd</i>	11	Chapt 3, 4, 6	Test 2 – November 3rd
Motivating the Sales Force and Determining Salesforce Effectiveness and Performance			
	12	8	Case 6.2 – Alice’s Sales Call – Page 198 Motivation and Reward System Management
	13	8-9	Case 6.2 – Alice’s Sales Call – Page 198 Motivation and Reward System Management Evaluating the Effectiveness of the Organization
	14	9 - 10	Case 8.1 and 8.2 Evaluating the Effectiveness of the Organization Evaluating the Performance of Salespeople
	15	10	Case 9.1 and 9.2 Evaluating the Performance of Salespeople
Dec 11th		**Final Exam**	Chapters 8-10

