

COURSE ID: BA 315 Sales Management

LOCATION: Upper Iowa University - Madison, WI

TERM INFO: Term 2: 3 credits, Oct 26 – Dec 14 2009 – Mondays 5:30 - 10:00 pm

INSTRUCTOR: Chuck West, BBA, MBA

Phone: day 608-441-7320 cell 608-287-6121 E-mail: westc@peacocks.uiu.edu.

BIOGRAPHY:

Chuck West is the Program Director for Sales and Advanced Management Programs for Executive Education in the School of Business at the University of Wisconsin.

Prior to joining the University, Chuck directed the marketing consulting firm, West & Associates of St. Paul, Minnesota. The firm provided sales and marketing consulting and training services for business-to-business firms throughout the United States, Canada and Europe.

Chuck worked for 3M Company as a Market Manager with profit and loss responsibility for the Industrial Electrical Products Division. He also served 3M in sales, sales management and marketing research. He worked with Honeywell as a Management Scientist and after beginning his career with the Ford Motor Company in sales and market analysis.

REQUIRED TEXT: *Sales Force Management, (2009)* Mark W. Johnston and Greg W Marshall. McGraw-Hill Publishing, (9th edition).

COURSE DESCRIPTION: This course covers the organization and operation of the sales function. Specific attention will be focused on; selling skills and strategies, territory design, sales force design, alignment, motivation and compensation, forecasting methods, measuring sales performance, managing sales information, coaching, and hiring and firing processes.

COURSE LEARNING OBJECTIVES: Upon completion of the course the successful learner should be familiar with the following aspects of the subject and should be able to apply them to the business world:

- *Apply selling skills to specific sales environments*
- *Effective target account selection*
- *Develop account specific sales strategies*
- *Design a sales force that is well aligned with organizational objectives*
- *Measure, motivate, and coach sales force activity*
- *Hire, fire and promote to improve sales performance*

ATTENDANCE POLICY: Attendance is required at every scheduled class period and comprises 20% of your final grade. Absences are only excused in the event of illness, family emergency or prior arrangement with instructor. Please contact the instructor via email in advance to arrange for any absences.

ASSIGNMENTS: Weekly Quizzes, the Final Exam, the Written Sales Plan and Presentation must be completed on time. Please contact the instructor via email ahead of the deadline to notify them of the circumstances and to make arrangements to fulfill the requirement. Late assignments without prior arrangements may result in the reduction in your final grade.

EXAMS: All students will be expected to complete the exams for the assigned material. The exams are intended to be a review of the weekly assigned chapters. There will be 4 weekly exams; each exam will count for 25 points, for a total of 100 points. There will be a final exam worth 150 points. Only weekly exams missed because of special circumstances may be made up with the prior approval of the instructor.

READINGS:**COURSE CALENDAR**

WEEK 1: Oct 26: Selling Skills	Chapters 1 and 2 Handout
WEEK 2: Nov 2: <i>Selling Strategies</i> <i>Quiz 1</i>	Chapter 3 Handout
WEEK 3: Nov 9: <i>Overview and Sales Force Organization</i> <i>Quiz 2</i>	Chapters 4 Handout
WEEK 4: Nov 16: Coaching Sales Performance <i>Quiz 3</i>	Handout
WEEK 5: Nov 23: <i>Hiring and Training Sales Personnel</i>	Chapters 6, 8, 9 and 10 Handout
WEEK 6: Nov 30: <i>Motivating Sales Performance</i> <i>Quiz 4</i>	Chapter 7 Handout
WEEK 7: Dec 3: <i>Measurement, Compensation, Control</i>	Chapters 11, 12, 13
WEEK 8: Dec10: <i>Final Exam, Presentation of Sales Plans</i>	

GRADING CRITERIA:

Weekly Exams:	(4 exams X 25 points)	100 points	20 %
Sales Plan & Presentation:		150 points	30 %
Class Participation		100 points	20 %
Final Exam		150 points	30 %
Total Points		500	100 %

Your grade will be assigned based on the following total point scale:

465 to 500 = A
450 to 465 = A-
435 to 450 = B+
435 to 415 = B
415 to 400 = B-
400 to 385 = C+
385 to 365 = C
365 to 350 = C-
350 to 335 = D+
335 to 315 = D
315 to 300 = D-
299 and below = F

Missed Assignments and Exams:

It is expected that learners will have sufficient time to prepare and submit assignments.

Missed assignments and make-up exams will only be approved for extraordinary circumstances. Students have the responsibility to notify and inform the instructor of the circumstances resulting in missing the exam. The instructor will decide whether or not to excuse the absence and determine as to when the exam should be completed. The instructor may utilize a different exam and/or format for excused absences.