**Sales Management**

**Course Code: BMKT-403**

**Credit Hours: 3**

Sales Management is to provide you the knowledge and skills that businesses need to win customers and grow their business. We will use the consultative selling model to understand the process of selling, the discovery of and alignment with customer’s needs, presentation of solutions, overcoming objections, and gaining agreement. Students will prepare for the role of an effective sales manager and approach to building salesforce in today's hyper-competitive global economy by integrating current technology, research, and strategic planning activities.

**Contents:**

1. **Setting the foundation. Introduction**
2. **Customer Services**
3. **Success as a Large Retail store Department Manager.**
4. **Success as a Small Retail store Entrepreneur.**
5. **The Exciting Retail World.**
6. **Multichannel Retailing**
7. **Consumer Behavior**
8. **Strategic Planning & Financial Performance**
9. **Location and Site Selection**
10. **Managing Human Resources**
11. **Customer Relations, Information systems.**
12. **Merchandise Assortment**
13. **Buying systems & Vendor Relations.**
14. **Pricing**
15. **The Retail Communication Mix**
16. **Store Management**

**Recommended Book:**

**Management of SalesForce. 11th Edition(2003). Irwin/McGraw-Hill. Spiro, Stanton & Rich.**

**Suggested Books:**