

Amrita Vishwa Vidyapeetham

Amrita MBA Program

Sales and Distribution Management

Course Outline

Sales and Distribution Management is the core of any marketing activity. Successful handling of these functions would result in positive growth of any business.

Objective of this course is to develop sales managers who can effectively perform in the vibrant market situations-achieve sales by delighting the consumers. Student's attitude towards the Sales Process will be positively reformed; their skills in handling channels, customers, and negotiations will be sharpened. They will develop a thorough understanding of the game of distribution.

The course will be covered in 24 sessions- 30 hours of active interaction. Students are required to study the recommended books and the class notes.

There is a component of Group work (maximum four members in a group), which consists of selection of a sales organisation; collection of data of the organization's present 'modus operandi' of achieving sales, its analysis and its presentation in the class. This will have to be done in the framework of 'sales management'.

Role-plays, simulation exercises, individual and group presentations would supplement the sessions.

The course content may be modified as per the perceived needs of the class.

Course Facilitator: Avinash Shivdas P

The Evaluation criteria

End Term – 40%

Role Play – 20%

Group Presentations -20%

Class Exercise – 20%

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Session 1: Introduction to Sales

Session 2: Introduction to AIDA Process

Session 3 to 9: Complete Sales Process

Session 10-12: Class Presentations

Mid Term

Session 13-15: Introduction to Distribution Management

Session 16 -19: Distribution Channel Design

Session 20-22: Territory Management (TM) + Class Work on TM

Session 23: Ethics in sales

Session 24: Overview and wrap up of SDM

End term

Text Book

Sales and Distribution Management by Tapan K Panda and Sunil Sahadev, Oxford University Press

Happy Selling!!!

Regards

Avinash Shivdas P

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