

# Sales and Distribution Management



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## **Short Description**

**M D U UNIVERSITY Sales and Distribution Management**





## **Description**

**Sales and Distribution Management SOLVED PAPERS AND GUESS**

**Product Details: M D U UNIVERSITY Sales and Distribution Management**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

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**Edition Description: 2019-20**

## **RATING OF BOOK: EXCELLENT**

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Sales and Distribution Management

UNIT-I  
Sales Management: Role of Sales Management in Marketing, Nature and Responsibilities of Sales Management, Modern Roles and Required Skills for Sales Managers, Theories of Selling, Sales Planning: Importance, approaches and process of sales planning; Sales forecasting; Sales budgeting, Sales Organization: Purpose, principles and process of setting up a sales organization; Sales organizational structures; Field sales organization;

determining size of sales force.

UNIT-II

Territory Management: Need, procedure for setting up sales territories; Time management; Routing. Sales Quotas: Purpose, types of quotas, administration of sales quotas. Managing the Sales-force: Recruitment, selection, training, compensation, motivating and leading the sales-force; Sales meetings and contests.

UNIT-III

Control Process: Analysis of sales, costs and profitability; Management of sales expenses; evaluating sales force performance; Ethical issues in sales management.

UNIT-IV

Distribution Channels: Role of Distribution Channels, Number of Channels, Factors Affecting Choice of Distribution Channel, Channel Behaviour and Organization, Channel Design Decision; Channel Management Decisions; Distribution Intensity; Partnering Channel Relationship.

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