



LINCOLN UNIVERSITY

BA 256
Sales Management
Fall 2023
Tuesday 12:30 – 3:15 p.m.
Instructor: Dr. Bill Hess
Level: Advanced (A)

CATALOG COURSE DESCRIPTION

This course emphasizes the vital role that field sale work has in our economy, society, and culture. It stresses and examines, moreover, the sales manager's unique and difficult responsibilities, along with the decision-making methods and tools employed in the effective management of the sales force as part of firm's promotional strategy. (3 units) Prerequisite BA 150

COURSE OBJECTIVES

To study the function of sales, its role in the business of a company, and the interaction with marketing.

To develop a working understanding of the Sales Management function, duties, and responsibilities – from hiring and managing a sales force to motivating and leading a sales force to sales forecasting and budgeting.

COURSE WORK

Study of the text book material
Classroom discussion of case histories and current events
Outside Project
Assignments

TEXT

Management of a Sales Force: Stanton and Spiro; Richard D. Irwin, Inc. 2002 Twelfth Edition

WRITTEN ASSIGNMENTS

There will be written assignments during this course. These will be analyses of assigned case histories, formal report of a project, and outside assignments.
Reports will be typed.

Thought process and analysis are the important components in project assignments. Ease of reading and conciseness are important elements in such reports. Assignments are due at the start of the class assigned. Late papers will be graded down unless there is proven emergency.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

OUTSIDE READING

Since sales is a dynamic field, continuous reading of current events can be beneficial in developing a better understanding of sales, its involvement with marketing, and the Sales Manager's role. We will discuss issues and events in the class.

OUTSIDE PROJECT

There will be an outside project. This project will consist of determining the relationship between marketing and sales in companies in the Bay Area.

EXPECTATIONS

The textbook does a good job of explaining the basic principles and concepts of managing a sales force as well as presenting the day to day responsibilities of a Sales Manager. I will devote class time to discussing these concepts and how they apply to the sales operations of a company. We will discuss the application of sales management theory to real life situations drawn from my professional experience. I want you to share your own experiences - or if you have limited work experience, to ask questions.

My expectation is that you will prepare yourself for each class session by studying the material assigned, that you will think about the application of what you are studying to the job of a Sales Manager, and that you will discuss your thoughts during class.

EXAMINATIONS

There will be two tests during the class – a midterm and a final.

EVALUATION IN GRADING

Grades will be based on the quality of reports, projects, examinations, and classroom participation. Attendance is important – classroom participation is not possible if you are not in class. Grades will be based on:

Test	100 points
Classroom Participation	60 points
Assignments	60 points
Outside Project	<u>80 points</u>
Total	300 points

285 – 300 – A	270 – 284 – A-	259 – 269 – B+	248 – 258 – B
239 – 247 – B-	227 – 238 – C+	217 – 226 – C	208 – 216 – C-
190 – 207 – D	Below 190 – F		

INSTRUCTOR

Professor Hess has an extensive background in marketing, sales, and sales management. His experience includes Corporate Marketing Research with Monsanto Co., Market Development in starting a new division for Owens-Corning Fiberglas, Product Manager and Western Region Sales Manager for W. H. Brady Co. As Sales Manager, Professor Hess managed sales reps in 27 western states.

As Marketing Manager for a \$50 million division of H.S. Crocker Company, Professor Hess also managed a sales force responsible for \$17 million.

In addition to teaching Professor Hess has his own marketing/sales contracting firm.

You can reach Professor Hess at Whess@lincolnuca.edu. If you do not receive a reply in 48 hours send another.

COURSE SCHEDULE

August	22	Introduction to course. Discuss plans. Overview of Chapters 1 and 2 Discuss the importance of sales/selling in a company
	29	Review of Chapters 1 & 2. Chapter 3 The Personal Selling Process
September	5	Chapter 4 Sales Force Organizations
	12	Chapter 5 Profiling and Recruiting Salespeople
	19	Chapter 6 Selecting and Hiring Salespeople
	26	Discussion of Hand in Case
October	3	Chapter 8 Motivating a Sales Force
	10	Chapter 9 Sales Force Compensation Chapter 10 Sales Force Quotas and Expenses
	17	Chapter 11 Leadership of a Sales Force
	24	Chapter 12 Forecasting and Developing Budgets Discussion of Hand in Case
	31	Chapter 13 Sales Territories
November	7	Chapter 14 Analysis of Sales Volume Discussion of Hand in Case
	14	Chapter 15 Marketing Cost and Profitability Analysis
	21	Fall Recess No Class Enjoy
	28	Chapter 16 Evaluating a Sales Person's Performance
December	5	Final Exam

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Be able to identify key factors determining salesperson performance	PLO 1	ILO 1a, ILO 2a, ILO 3a	In-class activities, Homework, midterm exam
2	Be able to design and implement data-driven sales management strategy.	PLO 2	ILO 1a, ILO 6a	Homework, Case studies, final exam
3	Outline the stages of individual and organizational buyer decision journeys and suggest relevant improvements to sales strategy.	PLO 4	ILO 1c, ILO 2c	Course project, case studies, homework

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.