



LINCOLN UNIVERSITY

BA 256
Sales Management
Spring 2024
Wednesday 9:00 – 11:45 a.m.
Credit: 3 units
Level: Advanced (A)

Instructor: Dr. Bill Hess

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 Spiro; Rich, Stanton McGraw Hill Irwin, Inc. 2002 Twelfth Edition.
ISBN : 978- 0-07-352977-6

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.

CLASSROOM DECORUM

Ask questions during the if anything is not clear. Come on time. Late arrivals are not tolerated. Attendance will be taken once each class at a time chosen by the instructor. Students are to remain in class during the entire session except for breaks. Students are not allowed to come and go during class session. Cell phones are not to be used in the classroom during instructional time. People not following these rules will be required to leave the class, and a note will be sent to the Provost. You can use a computer in class only to take notes. All class participants are expected to exhibit respectful behaviors to other students and the instructor. Inappropriate or disruptive behavior will not be tolerated. Students engaging in disruptive behavior in class will be asked to leave and will be reported to the Provost. No eating is permitted during class time.

REQUIREMENTS

Zero tolerance to plagiarism and cheating is enforced. Plagiarism or cheating will result in grade "F" (with zero points) and a report to the Provost. Administrative policy on ABSENCES FROM CLASS: A student may be DISMISSED after missing 3 consecutive classes registered in a semester.

EXAMINATIONS

There will be one exam during the course

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

January	24	Introduction to course. Discuss plans. Overview of Chapters 1 and 2 Discuss the importance of sales/selling in a company
	31	Review of Chapters 1 & 2. Chapter 3 The Personal Selling Process
February	7	Chapter 4 Sales Force Organizations
	14	Chapter 5 Profiling and Recruiting Salespeople Article assignment due
	21	Chapter 6 Selecting and Hiring Salespeople
	28	Chapter 8 Motivating a Salesforce Discussion of Case provided by professor
March	6	Chapter 9 Sales Force Compensation
	13	Spring Break No Class
	20	Chapter 10 Sales Force Quotas and Expenses Article assignment due
	27	Chapter 11 Leadership of a Sales Force
April	3	Chapter 12 Forecasting and Developing Budgets Discussion of Hand in Case
	10	Chapter 13 Sales Territories
	17	Chapter 14 Analysis of Sales Volume Discussion of case provided by professor Article assignment due
	24	Chapter 15 Marketing Cost and Profitability Analysis
May	1	Chapter 16 Evaluating a Salesperson's Performance Hand in Case due
	8	Final Exam

If all of the information below is properly presented the student will receive 15 points by turning this paper in at the start of the first class. If the paper is turned before the start of the second class, the student will receive 5 points.

Name as on university records _____

ID No. _____

Lincoln University email address: _____

Signature: _____

By my signature I acknowledge I have read and understand and will comply with course requirements. Additionally, I affirm that all work I submit for a grade – homework, project assignments, project, and exams will be mine. I accept the responsibility not to allow others to use my work for their own grade. And I understand if I submit work that is not mine, I will receive no points for the assignment.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Analyze organizational sales strategy from the position of the contemporary theory and practice.	PLO 1	ILO 1a, ILO 2a	Course project, final exam
2	Design, implement and communicate effective sales staff incentive system, based on clear identification of key factors determining salesperson performance.	PLO 3	ILO 2a, ILO 7a	Homework, course project, midterm and final exams
3	Identify resources and competences needed to successfully implement comprehensive data-driven sales management strategy within the constraints of the industry.	PLO 4	ILO 4a, ILO 5a, ILO 6a	Homework, case studies, final exam

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