

2605326

Sales Management and Selling Techniques

3(3-0-6)

SALE MGT SELL TECH

Course Condition: Prerequisite 2605311

Sales managers' functions in various businesses; salesforce management; sales planning; salesforce recruitment; selection and development of salesforce; work assignment and sales territories; sales quota setting; motivation; compensation; sales assessment control and sales executives' ethics; roles and sales function toward marketing success; types of sales; customer behavior; salesforce personality; selling process; industrial product sales; consumer product sales; service sales; time management; salesforce's ethics.