



## Course Description – Curriculum

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**Subject :** 2605326 Sales Management and Selling Techniques

SALE MGT SELL TECH

**Credits :** 3(3-0-6)

**Course Condition: Prerequisite:** 2605311

**Description :** 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.

