



# Sales Management – Course Outline



Date	Time	Room	Main Topics
<b>Tue, 28.11.2017</b>	14-16	J2	01 Course Overview & Introduction
<b>Thu, 30.11.2017</b>	10-12	J2	02 Selecting and Managing (Multiple) Sales Channels
<b>Fr, 01.12.2017</b>	08-12	J2	Tutorial 1: Case Study Guest Lecture Mars GmbH
<b>Tue, 05.12.2017</b>	14-16	J2	03 The Selling Process and Selling Techniques
<b>Thu, 07.12.2017</b>	10-12	J2	04 Sales Force Sizing and Organization
<b>Fr, 08.12.2017</b>	08-12	J2	05 Salesperson Selection and Development Guest Lecture Dow Chemical
<b>Tue, 12.12.2017</b>	14-16	J2	Tutorial 2: Presentation of Case Study
<b>Thu, 14.12.2017</b>	10-12	J2	<i>No Lecture</i>
<b>Fr, 15.12.2017</b>	08-12	J2	<i>No Lecture due to Early Exam Period (December 15 to 22, 2017)</i>





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Date	Time	Room	Main Topics
<b>Tue, 09.01.2018</b>	14-16	J2	06 Coordination and Integration of Marketing and Sales
<b>Thu, 11.01.2018</b>	10-12	J2	07 Sales Territory Design
<b>Fr, 12.01.2018</b>	08-12	J2	08 Managing Selling Effort Tutorial 3: Presentation of Case Study
<b>Tue, 16.01.2018</b>	14-16	J2	Tutorial 4: Presentation of Readings
<b>Thu, 18.01.2018</b>	10-12	J2	09 Motivating the Salesforce
<b>Fr, 19.01.2018</b>	08-12	J2	10 Compensating the Sales Force Guest Lecture Engelhard Arzneimittel GmbH & Co. KG
<b>Tue, 23.01.2018</b>	14-16	J2	Tutorial 5: Presentation of Readings
<b>Thu, 25.01.2018</b>	10-12	J2	11 Evaluation and Control of Sales Force Performance 12 Ethical Issues & Innovations in Sales Force Management   Wrap Up
<b>Tue, 30.01.2018</b>	14-16	J2	Tutorial 6: Optional Q&A

