



# Sales Management – Course Outline



Date	Time	Room	Main Topics
<b>Tue, 27.11.2018</b>	14-16	J2	01 Course Overview & Introduction
<b>Thu, 29.11.2018</b>	10-12	J2	02 Selecting and Managing (Multiple) Sales Channels
<b>Fr, 30.11.2018</b>	08-12	J2	Tutorial 1: Case Study Guest Lecture Mars GmbH
<b>Tue, 04.12.2018</b>	14-16	J2	03 The Selling Process and Selling Techniques
<b>Thu, 06.12.2018</b>	10-12	J2	04 Sales Force Sizing and Organization
<b>Fr, 07.12.2018</b>	08-12	J2	05 Salesperson Selection and Development Guest Lecture Richard McFarland (ESSEC Business School, Paris)
<b>Tue, 11.12.2018</b>	14-16	J2	06 Coordination and Integration of Marketing and Sales
<b>Thu, 13.12.2018</b>	10-12	J2	Tutorial 2: Presentation of Case Study
<b>Fr, 14.12.2018</b>	08-12	J2	<i>No Lecture due to Early Exam Period (December 17 to 21, 2018)</i>





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Date	Time	Room	Main Topics
<b>Tue, 08.01.2019</b>	14-16	J2	07 Sales Territory Design
<b>Thu, 10.01.2019</b>	10-12	J2	08 Managing Selling Effort
<b>Fr, 11.01.2019</b>	08-12	J2	Tutorial 3: Presentation of Case Study Guest Lecture DowDuPont Inc.
<b>Tue, 15.01.2019</b>	14-16	J2	09 Motivating the Salesforce
<b>Thu, 17.01.2019</b>	10-12	J2	10 Compensating the Sales Force
<b>Fr, 18.01.2019</b>	08-12	J2	Tutorial 4: Presentation of Readings Guest Lecture Engelhard Arzneimittel GmbH & Co. KG
<b>Tue, 22.01.2019</b>	14-16	J2	11 Evaluation and Control of Sales Force Performance   Wrap Up
<b>Thu, 24.01.2019</b>	10-12	J2	12 Ethical Issues & Innovations in Sales Force Management (Self Study)
<b>Tue, 29.01.2019</b>	14-16	J2	Tutorial 5: Presentation of Readings

