

Name of Institute: Singh Ram Memorial College, Sultanpur

Name of Asst./Associate Professor: Rahul

Class and Section: B. Com IInd

Subject: Sales forces Management

Week	Date	Topics
1st Week	1-Jan-18	Sales force Management - meaning & characteristics
	2-Jan-18	nature Importance function
	3-Jan-18	Difficulties & challenges before SFM.
	4-Jan-18	Importance of Sales forces Management
	5-Jan-18	Sales Manager and its type
	6-Jan-18	Qualities & responsibilities of a Sales Manager
	7-Jan-18	Sunday
2nd Week	8-Jan-18	Meaning & Definition of personal selling
	9-Jan-18	meaning of Salesmanship and its modern concept
	10-Jan-18	features & Importance of personal selling
	11-Jan-18	Advantages and limitations & Scope of personal selling
	12-Jan-18	Classification of sales jobs & Type of Salesman
	13-Jan-18	Duties, Qualities of a good salesman Selling process
	14-Jan-18	Sunday
3rd Week	15-Jan-18	Sales forecasting its meaning & Definition
	16-Jan-18	characteristics of Sales forecasting
	17-Jan-18	Factors affecting sales forecasting
	18-Jan-18	Procedure of Sales forecasting and its management
	19-Jan-18	Methods of Sales forecasting Responsibility
	20-Jan-18	Levels and Sales forecast for new product
	21-Jan-18	Sunday
4th Week	22-Jan-18	Vasant Panchami
	23-Jan-18	Sales Budget - its feature and types of sales budget
	24-Jan-18	Sir Chhotu Ram Jayanti
	25-Jan-18	Essentials of effective sales budget & procedure
	26-Jan-18	Republic Day
	27-Jan-18	Importance & Limitations of Sales budget
	28-Jan-18	Sunday
5th week	29-Jan-18	Methods of Determining Amount of Selling exp
	30-Jan-18	Sales organisation meaning & Definition
	31-Jan-18	Guru Ravidas Birthday

Lesson Plan for the Semester W.E.F. Jan 2018 to Apr 2018

Name of Institute: Singh Ram Memorial College, Sultanpur

Lesson Plan for the Semester W.E.F. Jan 2018 to Apr 2018

Name of Institute: Singh Ram Memorial College, Sultanpur

Name of Asst./Associate Professor: Rahul

Class and Section: B. Com II

Subject: Sales Force Management

Week	Date	Topics
1st Week	1-Feb-18	characteristics objective departments in sales org.
	2-Feb-18	functions selling up sales org. & its factors
	3-Feb-18	principles structure in international business.
	4-Feb-18	Sunday
2nd Week	5-Feb-18	Sales force Mgt- meaning definition characteristics
	6-Feb-18	process of salesman recruitment size of sales
	7-Feb-18	selection of sales forces principle of selection
	8-Feb-18	responsibility of selecting salesman
	9-Feb-18	selection process of salesman
	10-Feb-18	Maharashi Dayanand Saraswati Jayanti
3rd Week	11-Feb-18	Sunday
	12-Feb-18	Sales force training- meaning definition characteristics
	13-Feb-18	Maha Shivratri
	14-Feb-18	Objectives & principle of a good sales forces training
	15-Feb-18	Sales forces training programme & its procedure
	16-Feb-18	Elements of sales forces training programme methods
	17-Feb-18	Revision and presentation
4th Week	18-Feb-18	Sunday
	19-Feb-18	Motivation of sales forces- meaning definition
	20-Feb-18	characteristics importance essentials methods
	21-Feb-18	Limitation of sales forces motivation its functions
	22-Feb-18	Leading the sales forces
	23-Feb-18	activity day
	24-Feb-18	1st Assignment
5th Week	25-Feb-18	Sunday
	26-Feb-18	presentation
	27-Feb-18	presentation
	28-Feb-18	Holi Holidays

Lesson Plan for the Semester W.E.F. Jan 2018 to Apr 2018

Singh Ram Memorial College, Sultanpur

Name of Asst./Associate Professor : Rahul
 Class and Section: B.Com. 2nd (4th Sem)
 Subject: Sales Force Management

Week	Date	Topics
1st Week	1-Mar-18	Holi Holidays
	2-Mar-18	Holi Holidays
	3-Mar-18	Holi Holidays
	4-Mar-18	Sunday
2nd Week	5-Mar-18	Compensating sales forces - meaning definition
	6-Mar-18	Objective of sales force remuneration plan
	7-Mar-18	Requirements essentials of a good sales force
	8-Mar-18	factors determining remuneration to salesman
	9-Mar-18	Types of compensation plans methods
	10-Mar-18	Discussion - which is the best method remunerating salesman
11-Mar-18	Sunday	
3rd Week	12-Mar-18	Sales quota - meaning & definition
	13-Mar-18	features characteristics of sales quota
	14-Mar-18	Objective Importance of sales quota
	15-Mar-18	Types & factors determining sales quota
	16-Mar-18	Methods of selling sales quota principle
	17-Mar-18	Limitations or difficulties with sales quota
	18-Mar-18	Sunday
4th Week	19-Mar-18	Sales Territory / Sales field meaning definition
	20-Mar-18	Objective Importance of sales territories
	21-Mar-18	Basis for establishing sales Territories
	22-Mar-18	Principles of establishing sales Territories
	23-Mar-18	Shaheed Diwas of Bhagat Singh, Rajguru, Sukhdev
	24-Mar-18	Factors determining the size / area of sales Territory
	25-Mar-18	Sunday / Ram Nawmi
5th Week	26-Mar-18	Procedure of establishing / revising sales territories
	27-Mar-18	Reasons for revising / reestablishing territories
	28-Mar-18	Reasons for not establishing the sales territories
	29-Mar-18	Mahavir Jayanti
	30-Mar-18	Routing and scheduling of sales territory time management
31-Mar-18	2nd assignment	

Lesson Plan for the Semester W.E.F. Jan 2018 to Apr 2018

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Name of Asst./Associate Professor :

Singh Ram Memorial College, Sultanpur

Rahul

Class and Section: B. Com II (4th sem)
Subject: Sales forces Management

Week	Date	Topics
1st Week	1-Apr-18	Sunday
	2-Apr-18	Presentation
	3-Apr-18	Sales force evaluation - meaning definition
	4-Apr-18	need & Importance of sales force evaluation
	5-Apr-18	Steps in sales force evaluation process
	6-Apr-18	Performance appraisal of sales force
	7-Apr-18	Essential of effective sales force evaluation system
	8-Apr-18	Sunday
2nd Week	9-Apr-18	Sales force evaluation tech. or methods
	10-Apr-18	Limitations or difficulties of sales force evaluation system
	11-Apr-18	Reimbursement of selling expenses
	12-Apr-18	Sales records and reporting systems
	13-Apr-18	Methods of reimbursement of selling expenses
	14-Apr-18	Dr. Ambedkar Jayanti/ Vaishakhi
	15-Apr-18	Sunday
3rd Week	16-Apr-18	Types of salesman reports & its specimen
	17-Apr-18	Utility of sales records and sales reports
	18-Apr-18	Parshuram Jayanti
	19-Apr-18	Sales ethics - meaning & definition.
	20-Apr-18	Characteristics & significance of sales ethics
	21-Apr-18	Ethical issues social responsibility for business unit
	22-Apr-18	Sunday
4th Week	23-Apr-18	Information Tech. & sales force automation
	24-Apr-18	IT Tools used in sales force management
	25-Apr-18	Role of IT in various functional areas of SFM.
	26-Apr-18	Benefits of using IT tools in SFM.
	27-Apr-18	Limitations of IT tools in sales force Management
	28-Apr-18	Discussion on various Latest IT tools in SFM
	29-Apr-18	Sunday
	30-Apr-18	Presentation