

2. SALES & DISTRIBUTION MANAGEMENT

Sr. No.	Unit
1	<p>Introduction to sales management</p> <ul style="list-style-type: none"> • Introduction • Meaning of sales management • Objectives • Functions • Scope, steps, determinates • Positions, responsibilities, planning & recites • Sales management & fore casting • Sales management & content • How to make sales management effectively • Keywords • Exercise
2	<p>Sales forecasting</p> <ul style="list-style-type: none"> • Definition • Methods • Impotence of sales forecasting • Benefits of having on accurate sales forecast • Bottom up sales forecast or a top down sale forecast? • Key to success in sales forecasting • Keywords • Exercise
3	<p>Managing the sales function</p> <ul style="list-style-type: none"> • Introduction • Previous performance & setting targets • Managing the sales process • Improving process efficiency • Monitor sales people's performance • Keywords • Exercise
4	<p>Sales force management</p> <ul style="list-style-type: none"> • Definitions • Objective of sales force management • Sales force management process • Advantages & disadvantages of the sales forcemanagement • Major step in sales force management • Keywords • Exercise

5	Sales control <ul style="list-style-type: none"> • Definition • Importance of sales control • Type of sales control • Keywords • Exercise
6	Distribution channels and intermediaries <ul style="list-style-type: none"> • Introduction • Type of distribution channel • Method of distribution channel • Distribution channel levels • Intermediates in distribution channel • Reverse Distribution channel • Keywords • Exercise
7	Channel design and management <ul style="list-style-type: none"> • Introduction • Channel of distribution • Channel level • Characteristics of marketing • Designing of marketing channel system • Establishing objectives & constraints • Identify major channel alternatives • Evaluating major alternatives • Managing marketing channel • Keywords • Exercise
8	Wholesaling and retailing <ul style="list-style-type: none"> • Introduction • Why wholesaling can be the right choice for you? • Create brand awareness • Opt for drop shipping • Expand your business internationality • Why referring may be the right choice for you? • Targeted consumer based • Full control over the brand • Price and profit margin • Keywords • Exercise
9	The Basics of Supply Chain Management <ul style="list-style-type: none"> • Definition • Importance of supply chain • Process of supply chain managing • Supply chain management best practice • Supply chain trends • Keywords • Exercise

10	<p data-bbox="331 113 1065 149">New trends in sales and distribution management</p> <ul data-bbox="380 155 1373 491" style="list-style-type: none"><li data-bbox="380 155 586 184">• Introduction<li data-bbox="380 195 1138 224">• Increased sales automation will not kill the humanagent<li data-bbox="380 235 1174 264">• Massaging apps have become the new face of socialmedia<li data-bbox="380 275 1373 304">• Targeting customers through micro-moments willbecome more important<li data-bbox="380 315 1325 344">• Native lab will allow business to cut throw consumershate for pop ups<li data-bbox="380 354 646 384">• Micro influences<li data-bbox="380 394 1003 424">• Business will need to spend more on training<li data-bbox="380 434 548 464">• Keywords<li data-bbox="380 474 529 504">• Exercise