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[SALMA] SALES MANAGEMENT

Introduction

For many companies, a sales force is the only source of cash flows. Thus, for companies that decide to go to the market with –at least in part- a direct sales organization, the management of their salespeople is extremely important. We will cover here the selling process for different types of products and services, the policies and supervision necessary to manage individual salespeople, and their sales training. We will also cover how sales force policies must be aligned with the firm's strategy.

Objectives

The objectives of this course are:

1. To understand the main sales force policies: recruitment, training, supervision, evaluation, compensation, motivation, deployment, and firing.
2. To discuss sales force sizing and allocation to products, customer segments and geographies.
3. To discuss the importance of personal selling in professional-service firms.
4. To discuss the main mistakes companies, make when managing their sales forces.

Competences

Basic Competences

- Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context. (CB6).
- The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study. (CB7).
- The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments. (CB8).
- Students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way. (CB9).

- Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous. (CB10).

General Competences

- To interpret the global context in order to analyze and judge the threats and opportunities facing the organization. (CG9).
- To acquire the vision of a global citizen when dealing with the multicultural aspects present in the international market. (CG10).

Specific

- To learn the tools for efficiently heading a sales team. (COP5).

Content

The main issues are to be exposed to best practices in the main salesforce policies, to learn how to diagnose key improvement areas in your sales organization and to think on ideas to improve your sales plan.

Evaluation

Classroom Performance: 60% (SE4) (Attendance & quality of participation)
Group final report (oral & writing): 40% (20% SE1 & 20% SE2)

