

(Revised 8-2011) Management of the Sales Force (BA 355)
 Syllabus Class Schedule
 Monday, Wednesday, Friday @ 8:00-8:50 a.m.

WEEK /DATE	SUBJECT	ASSIGNMENT
1	8/29 Course Introduction	Tanner (T) Ch 1
	8/31 The Selling Process Choose Sales Teams (drawing team members) Caselet (mini case) materials are provided at the end of each chapter. Casets assigned are presented by your team as noted in your syllabus on the date indicated below.	T; Ch 1
2	9/03 Labor Day Holiday,	NO CLASS
	9/05 Sales Function/Multi-Sales Channels Caselet # 1.2 Morton's Ice House pg. 23.	T; Ch 2 Team #1
	9/07 <i>Leadership & The Sales Executive</i>	T, Ch 3
Note: Last day to add/drop a class 9/14		
3	9/10 How Leaders Behave	T; Ch 3
	9/12 Ethics, The Law & Sales Leadership	T; Ch 4
	9/14 Uniform Commercial Code & Other Laws Caselet # 3.1 Never thought... pg 59	T; Ch 4 Team #2
4	9/17 Business to Business Sales (B2B; CRM	T; Ch 5
	9/19 Customer Relationship Management	T; Ch 5
	9/21 Leveraging Information Technology <i>Caselet 5.2 pg 109 Burlington Mechanical Sol.</i>	T; Ch 6 Team #3
5	9/24 Implementing CRM	T; Ch 6
	9/26 Designing & Organizing the Sales Force	T; Ch 7
	9/28 Reporting Relationships <i>Caselet 6.1 pg. 130 Frisco Solutions</i>	T; Ch 7 Team #4

6	10/01 Recruiting & Selecting The Right Salespeople	T, Ch 8
	10/03 Employment Interviews	T, Ch 8
	10/05 Reference Checking and Shadowing <i>Caselet 7.2 pg. 157 IMC Offshore Call Center</i>	T, Ch 8 Team #1
7	10/08 Midterm Exam Review:	T; Ch 1-8
	10/10 Midterm Exam	T, Ch 1-8 & Lecture
	10/12 Fall Break, No Class (10/11-10/12)	No Class
8	10/15 Training and Development Term Project outline due 10/19 (Mid term grades are due)	T; Ch 9
	10/17 Problems in Leadership	T; Ch 9
	10/19 Management & Supervision Note: Final date for team project concept approval Outline <i>Caslet 9.2 ", pg. 213</i>	T; Ch 10 Team #2
9	10/22 Managerial Thought	T; Ch 10
	10/24 Sales Goals and Performance	T; Ch 11
	10/26 Reward System Management <i>Caselet 10.2" pg. 237</i>	T; Ch 11 Team #3
	Note: Last day to withdraw from class	
10	10/29 Motivating and Rewarding Salespeople	T; Ch 12
	10/31 Financial and Other Compensation Note: Critical Article Anal. Due Next Week	T; Ch 12
	11/02 Turning Information into Knowledge <i>Caslet 11.1 pg. 256</i>	T; Ch 13 Team #4
11	11/05 Salesperson Performance Evaluation Critical Article Analysis Due:	T; Ch 14 See Syllabus
	11/07 Individual Salesperson Performance	T; Ch 14
	11/09 Internal @ External Cultural Forces	T; Ch 15

