



**COURSE OUTLINE
and
SET OF COURSE**

Course : SALES MANAGEMENT

Code/credits : EM 456 / 3 SKS

**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS
DIPONEGORO UNIVERSITY
SEMARANG**

OUTLINE OF TEACHING PROGRAM

Course : **Sales Management**

Code / Credit : EM 456 / 3 SKS

Description : This course captured the vitality of sales management in an environment that is constantly changing. The Scope of this course is introduction and job of sales management, careers in personal selling, steps in selling process, sales management environment, sales management planning, sales management budgeting and forecasting, and organization of the sales force.

General Instructional Objectives : After completed this course, student should be able to understand the role of Sales Management, and convict that Sales Management is one of the most important elements in the success of modern organization.

No	Specific Instructional Objectives	Main Theme	Sub Main Theme	Est. Time	References
1.	Identify key trends affecting sales organization and sales managers today, and present a general overview of the sales management process	Introduction to Sales Management	<ul style="list-style-type: none"> a. Sales Management in the 21st Century b. What is involved in Sales Management c. Environmental Factors Impact Success in Selling d. External Environment e. Internal Environment 	150 minutes	<ul style="list-style-type: none"> A. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition (page 3-23) B. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc C. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta D. Levy, Retail Management

2.	Describe the nature of personal selling and outline the role of the sales force in each of the marketing mix variables	Job of Sales Management	<ul style="list-style-type: none"> a. The nature of personal Selling b. Changes in Selling c. Personal selling in the marketing mix d. Dimensions of Sales Management e. The Field Sales Manager 	150 minutes	B. page. 3-19 C. page. 17-34
3.	Explain how Sales Management prepares someone for future career challenges	Careers in Personal Selling and Sales Management	<ul style="list-style-type: none"> a. Advantages of sales careers b. Sales opportunities for women and minorities c. Sales opportunities in growth industries d. Sales preparation and development e. Job search guide for students interested in sales careers f. Sales professionalism 	150 minutes	B. page. 25-41 C. Page. 147-152
4.	Trace the evolution of modern selling and describe the role of personal selling today	Evolution of Professional Selling	<ul style="list-style-type: none"> a. Early history of selling b. Selling in the twentieth century c. Sales activities and tasks d. Selling in the 1990s 	150 minutes	D. page 47-62
5.	Understand the two basics steps in personal selling process, prospecting and preparing , handling objection, closing and folloing up	Preliminary Steps in the Selling Process	<ul style="list-style-type: none"> a. Prospecting b. Identifying prospects c. Qualifying prospects d. Preparing 	150 minutes	B. page 66-81 C. page 39-48

6.	Describe the various factors that go into making an effective sales presentation	Advanced Steps in the Selling Process	<ul style="list-style-type: none"> a. Approach b. Probing for needs c. Convicting the prospect d. Handling objections e. Closing f. Follow up 		<ul style="list-style-type: none"> B. page 86-110 C. page 63-74
7.	Differentiate between internal and external environment	Sales Management Environment	<ul style="list-style-type: none"> a. The social and cultural environment b. technological environment c. Economic environment d. Competitive environment e. Political and legal environment 	150 minutes	<ul style="list-style-type: none"> A. page 12-23 B. page 141-161
8.	Understand the role of sales planning in the corporate context	Sales Management Planning	<ul style="list-style-type: none"> a. The nature and importance of sales planning b. Sales planning in corporate context c. Setting sales objectives d. Sales plan implementation e. The control phase 	150 minutes	<ul style="list-style-type: none"> A. page. 198-216 B. page 165-187 C. page. 77-99
9.	Understand the importance of sales forecasting and sales budgeting	Sales Budgeting and Forecasting	<ul style="list-style-type: none"> a. Sales forecasting concept b. Sales forecasting procedure c. Managing the forecasting function d. Types of budgets e. Determining the budget level f. Sales budgeting procedure 	150 minutes	<ul style="list-style-type: none"> B. page 190-232
10.	List the major tasks of the sales organization	Organization of the sales force	<ul style="list-style-type: none"> a. Tasks of the sales organization b. Developing a sales organization c. Basic types of sales organization 	150 minutes	<ul style="list-style-type: none"> A. page 106-130 B. page 235-263 C. page 107-129

			<ul style="list-style-type: none"> d. Relation with other department e. Major trends in sales organization 		
11.	Differentiate between formal and informal sales training and relate training to the salespersons career cycle	Sales Training and Development	<ul style="list-style-type: none"> a. Training and the salespersons career cycle b. Designing a formal sales training program c. Evaluation and follow up d. Informal training 	150 minutes	<ul style="list-style-type: none"> A. page 303-327 B. page 326-354
12.	Understand the elements of sales motivation and describe the various needs that influence the behavior of sales personnel	Sales Leadership and Supervision	<ul style="list-style-type: none"> a. Motivation b. The essence of sales leadership c. Sales leadership and cooperation d. The sales managers leadership roles e. Individual leadership skills f. Human relation skills 		<ul style="list-style-type: none"> A. page 224-245 B. page 359-382 C. 161-168
13.	Understand that sales incentives should be based on the individual needs and wants of sales personnel, and discuss the role of money as a motivator	Sales Incentives and Compensation	<ul style="list-style-type: none"> a. Types of incentives b. Sales contests c. Sales meetings and conventions d. Sales compensation trends e. Developing a compensation plan f. Fringe benefits 	150 minutes	<ul style="list-style-type: none"> A. page 333-357 B. page 383-418 C. page 161-168
14.	Specify the steps in the development and management of a sales evaluation program	Evaluating Sales Force Performance	<ul style="list-style-type: none"> a. Sales evaluation principles b. The difficulties of evaluation c. Establishing performance standards d. Information sources for evaluation e. Frequency of evaluation f. Involving the salesperson 	150 minutes	<ul style="list-style-type: none"> A. page 410-431 B. page 455-487 C. page 169-181

Details of Teaching Program

Course : Sales Management
 Code/Credit : EM 456/3
 Est. Time : 1 X 3X 50 Minutes
 Session : 1

A. Objectives:

1. General Instructional Objectives:

After joint this class student could explain about the basic of Sales Management

2. Specific Instructional Objectives:

After joint the class student could :

- a. Identify key trends affecting sales organization and sales managers today
- b. Present a general overview of the sales management process

B. Subject : Introduction to Sales Management

C. Sub Subject :

1. Sales Management in the 21st Century
2. What is involved in Sales Management
3. Environmental Factors Impact Success in Selling
4. External Environment
5. Internal Environment

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	<ol style="list-style-type: none"> 1. Explain the subject for this semester 2. Explain the purpose studying Sales Management 	<ol style="list-style-type: none"> 1. Listening 2. Asking 	OHT, OHP & whiteboard
Content	<ol style="list-style-type: none"> 1. Sales Management in the 21st Century 2. What is involved in Sales Management 3. Environmental Factors Impact Success in Selling 4. External Environment 5. Internal Environment 	<ol style="list-style-type: none"> 1. Listening 2. Asking 3. Take a note 	OHT, OHP & whiteboard

Closing	<ol style="list-style-type: none"> 1. Summarize the subject given 2. Ask question 3. Overview for the next chapter 	1. Asking	OHT, OHP & whiteboard
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E. Evaluation:

Discuss a case study in groups.

F. Task:

1. Preparing for the next chapter

G. References:

1. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
2. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
3. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
4. Levy, Retail Management

DETAILS OF TEACHING PROGRAM

Course : Sales Management
 Code : EM 456
 Est. Time : 1 X 3X 50 Minutes
 Session : 2

A. Objectives :

1. General Instructional Objectives:

After joint this class student can describe the job of Sales Management

2. Specific Instructional Objectives:

- a. Describe the nature of personal selling
- b. Outline the role of the sales force in each of the marketing mix variables

B. Subject : Job of Sales Management

C. Sub Subject :

1. Nature of personal Selling
2. Changes in Selling
3. Personal selling in the marketing
4. Dimensions of Sales Management
5. The Field Sales Manager

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	<ol style="list-style-type: none"> 1. Explain the subject for this chapter 2. Explain the purpose studying Job of Sales Management 	<ol style="list-style-type: none"> 1. Listening 2. Asking 	OHT, OHP & whiteboard
Content	<ol style="list-style-type: none"> 1. The nature of personal Selling 2. Changes in Selling 3. Personal selling in the marketing 4. Dimensions of Sales Management 5. The Field Sales Manager 	<ol style="list-style-type: none"> 1. Listening 2. Asking 3. Take a note 	OHT, OHP & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize the subject 	<ol style="list-style-type: none"> 1. Asking 	OHT, OHP &

	given 2. Ask question 3. Overview for the next chapter		whiteboard
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E. Evaluation:

Discuss a case study in groups.

F. Task:

1. Preparing for the next chapter

G. References:

1. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
2. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
3. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
4. Levy, Retail Management

DETAILS OF TEACHING PROGRAM

Course : Sales Management
 Code : EM 456
 Est. Time : 1 X 3X 50 Minutes
 Session : 3

A. Objectives:

1. General Instructional Objectives:

After joint the class student can understand about careers in Personal Selling and Sales Management

2. Specific Instructional Objectives:

- a. Explain how Sales Management prepares someone for future career challenges

B. Subject: Careers in Personal Selling and Sales Management

C. Sub Subject :

- 1. Advantages of sales careers
- 2. Sales opportunities for women and minorities
- 3. Sales opportunities in growth industries
- 4. Sales preparation and development
- 5. Job search guide for students interested in sales careers
- 6. Sales professionalism

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	1. Explain the subject for this chapter 2. Explain the purpose studying Job of Sales Management	1. Listening 2. Asking	OHT, OHP & whiteboard
Content	1. Advantages of sales careers 2. Sales opportunities for women and minorities 3. Sales opportunities in growth industries 4. Sales preparation and	1. Listening 2. Asking 3. Take a note	OHT, OHP & whiteboard

	development 5. Job search guide for student 6. Sales professionalism		
Closing	1. Summarize the subject given 2. Ask question 3. Overview for the next chapter	1. Asking	OHT, OHP & whiteboard

E. Evaluation:

Discuss a case study in groups.

F. Task:

1. Preparing for the next chapter

G. References:

5. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
6. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
7. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
8. Levy, Retail Management

DETAILS OF TEACHING PROGRAM

Course : Sales Management
 Code : EM 456
 Est. Time : 1 X 3X 50 Minutes
 Session : 4

A. Objectives:

1. General Instructional Objectives:

After completing this course student should be understand about the evolution of professional selling

2. Specific Instructional Objectives:

- a. Trace the evolution of modern selling
- b. describe the role of personal selling today

B. Subject : Evolution of Professional Selling

C. Sub Subject :

1. Early history of selling
2. Selling in the twentieth century
3. Sales activities and tasks
4. Selling in the 1990s

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	<ol style="list-style-type: none"> 1. Explain the subject for this chapter 2. Explain the purpose studying evolution of professional selling 	<ol style="list-style-type: none"> 1. Listening 2. Asking 	OHT, OHP & whiteboard
Content	<ol style="list-style-type: none"> 1. Early history of selling 2. Selling in the twentieth century 3. Sales activities and tasks 4. Selling in the 1990s 	<ol style="list-style-type: none"> 1. Listening 2. Asking 3. Take a note 	OHT, OHP & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize the subject given 2. Ask question 3. Overview for the next 	<ol style="list-style-type: none"> 1. Asking 	OHT, OHP & whiteboard

	chapter		
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E. Evaluation:

Discuss a case study in groups

F. Task:

1. Prepare for quiz next week

G. References:

- a. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
- b. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
- c. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
- d. Levy, Retail Management

DETAILS OF TEACHING PROGRAM

Course : Sales Management
 Code : EM 456
 Est. Time : 1 X 3X 50 Minutes
 Session : 5

A. Objectives :

1. General Instructional Objectives:

After completing this course student should be understand about the steps in selling process

2. Specific Instructional Objectives:

- a. Understand the two basics steps in personal selling process
- b. Prospecting and preparing , handling objection, closing and following up

B. Subject : Preliminary Steps in the Selling Process

C. Sub Subject :

1. Prospecting
2. Identifying prospects
3. Qualifying prospects
4. Preparing

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	<ol style="list-style-type: none"> 1. Explain the subject for this chapter 2. Explain the purpose studying steps in selling process 	<ol style="list-style-type: none"> 1. Listening 2. Asking 	OHT, OHP & whiteboard
Content	<ol style="list-style-type: none"> 1. Prospecting 2. Identifying prospects 3. Qualifying prospects 4. Preparing 	<ol style="list-style-type: none"> 1. Listening 2. Asking 3. Take a note 	OHT, OHP & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize the subject given 2. Ask question 3. Overview for the next 	<ol style="list-style-type: none"> 1. Asking 	OHT, OHP & whiteboard

	chapter		
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E. Evaluation:

Quiz

F. Task:

1. Reading about sales management environment

G. References:

- a. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
- b. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
- c. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
- d. Levy, Retail Management

DETAILS OF TEACHING PROGRAM

Course : Sales Management
 Code : EM 456
 Est. Time : 1 X 3X 50 Minutes
 Session : 6

A. Objectives :

1. General Instructional Objectives:

After completing this course student should be understand about the steps in selling process

2. Specific Instructional Objectives:

- a. Describe the various factors that go into making an effective sales presentation

B. Subject : Advanced Steps in the Selling Process

C. Sub Subject :

1. Approach
2. Probing for needs
3. Convicting the prospect
4. Handling objections
5. Closing
6. Follow up

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	<ol style="list-style-type: none"> 1. Explain the subject for this chapter 2. Explain the purpose studying steps in selling process 	<ol style="list-style-type: none"> 1. Listening 2. Asking 	OHT, OHP & whiteboard
Content	<ol style="list-style-type: none"> 1. Approach 2. Probing for needs 3. Convicting the prospect 4. Handling objections 5. Closing 6. Follow up 	<ol style="list-style-type: none"> 1. Listening 2. Asking 3. Take a note 	OHT, OHP & whiteboard
Closing			OHT, OHP & whiteboard

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E. Evaluation:

Discuss a case study in groups

F. Task:

1. Reading for the next chapter

G. References:

- a. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
- b. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
- c. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
- d. Levy, Retail Management

DETAILS OF TEACHING PROGRAM

Course : Sales Management
 Code : EM 456
 Est. Time : 1 X 3X 50 Minutes
 Session : 7

A. Objectives :

1. General Instructional Objectives:

After completing this course student should be understand about sales management environment

2. Specific Instructional Objectives:

- a. Differentiate between internal and external environment

B. Subject : Sales Management Environment

C. Sub Subject :
 1. Social and cultural environment
 2. Technological environment
 3. Economic environment
 4. Competitive environment
 5. Political and legal environment

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	1. Explain the subject for this chapter 2. Explain the purpose studying sales management environment	1. Listening 2. Asking	OHT, OHP & whiteboard
Content	1. Social and cultural environment 2. Technological environment 3. Economic environment 4. Competitive environment 5. Political and legal environment	1. Listening 2. Asking 3. Take a note	OHT, OHP & whiteboard
Closing	1. Summarize the subject given 2. Ask question 3. Overview for the next chapter	1. Asking	OHT, OHP & whiteboard

E. Evaluation:

Ask question to check understanding of the student

F. Task:

1. Make a paper about sales management environment

G. References:

- a. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
- b. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
- c. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
- d. Levy, Retail Management

DETAILS OF TEACHING PROGRAM

Course : Sales Management
 Code : EM 456
 Est. Time : 1 X 3X 50 Minutes
 Session : 8

A. Objectives :

1. General Instructional Objectives:

After completing this course student should be understand about sales management planning

Specific Instructional Objectives:

- a. Understand the role of sales planning in the corporate context

B. Subject : Sales Management Planning

C. Sub Subject :
 1. Nature and importance of sales planning
 2. Sales planning in corporate context
 3. Setting sales objectives
 4. Sales plan implementation
 5. The control phase

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	<ol style="list-style-type: none"> 1. Explain the subject for this chapter 2. Explain the purpose studying sales management planning 	<ol style="list-style-type: none"> 1. Listening 2. Asking 	OHT, OHP & whiteboard
Content	<ol style="list-style-type: none"> 1. Nature and importance of sales planning 2. Sales planning in corporate context 3. Setting sales objectives 4. Sales plan implementation 5. The control phase 	<ol style="list-style-type: none"> 1. Listening 2. Asking 3. Take a note 	OHT, OHP & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize the subject given 2. Ask question 3. Overview for the next chapter 	<ol style="list-style-type: none"> 1. Asking 	OHT, OHP & whiteboard

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E. Evaluation:

Discuss case study in groups

F. Task:

1. Prepare for quiz next week

G. References:

- a. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
- b. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
- c. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
- d. Levy, Retail Management

DETAILS OF TEACHING PROGRAM

Course : Sales Management
 Code : EM 456
 Est. Time : 1 X 3X 50 Minutes
 Session : 9

A. Objectives :

2. General Instructional Objectives:

After completing this course student should be understand about sales **Budgeting and Forecasting**

Specific Instructional Objectives:

- a. Understand the importance of sales forecasting and sales budgeting

B. Subject : Sales Budgeting and Forecasting

C. Sub Subject :

1. Sales forecasting concept
2. Sales forecasting procedure
3. Managing the forecasting function
4. Types of budgets
5. Determining the budget level
6. Sales budgeting procedure

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	<ol style="list-style-type: none"> 1. Explain the subject for this chapter 2. Explain the purpose studying sales budgeting and forecasting 	<ol style="list-style-type: none"> 1. Listening 2. Asking 	OHT, OHP & whiteboard
Content	<ol style="list-style-type: none"> 1. Sales forecasting concept 2. Sales forecasting procedure 3. Managing the forecasting function 4. Types of budgets 5. Determining the budget level 6. Sales budgeting procedure 	<ol style="list-style-type: none"> 1. Listening 2. Asking 3. Take a note 	OHT, OHP & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize the subject given 2. Ask question 3. Overview for the next chapter 	<ol style="list-style-type: none"> 1. Asking 	OHT, OHP & whiteboard

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E. Evaluation:

Quiz

F. Task:

1. Reading for the next chapter

G. References:

- e. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
- f. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
- g. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
- h. Levy, Retail Management

DETAILS OF TEACHING PROGRAM

Course : Sales Management
 Code : EM 456
 Est. Time : 1 X 3X 50 Minutes
 Session : 10

A. Objectives :

1. General Instructional Objectives:

After completing this course student should be understand about organization of the sales force

Specific Instructional Objectives:

- a. Understand the importance of Organization of the sales force

B. Subject : Organization of the sales force

C. Sub Subject :

1. Tasks of the sales organization
2. Developing a sales organization
3. Basic types of sales organization
4. Relation with other department
5. Major trends in sales organization

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	<ol style="list-style-type: none"> 1. Explain the subject for this chapter 2. Explain the purpose studying sales budgeting and forecasting 	<ol style="list-style-type: none"> 1. Listening 2. Asking 	OHT, OHP & whiteboard
Content	<ol style="list-style-type: none"> 1. Tasks of the sales organization 2. Developing a sales organization 3. Basic types of sales organization 4. Relation with other department 5. Major trends in sales 	<ol style="list-style-type: none"> 1. Listening 2. Asking 3. Take a note 	OHT, OHP & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize the subject given 2. Ask question 3. Overview for the next chapter 	<ol style="list-style-type: none"> 1. Asking 	OHT, OHP & whiteboard

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E. Evaluation:

Ask question to check the understanding the students

F. Task:

1. Make a paper about Sales Management Organization

G. References:

- a. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
- b. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
- c. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
- d. Levy, Retail Management

DETAILS OF TEACHING PROGRAM

Course : Sales Management
 Code : EM 456
 Est. Time : 1 X 3X 50 Minutes
 Session : 11

A. Objectives :

1. General Instructional Objectives:

After completing this course student should be understand about **Sales Training and Development**

2. Specific Instructional Objectives:

- a. Differentiate between formal and informal sales training and relate training to the salespersons career cycle

B. Subject : Sales Training and Development

C. Sub Subject : 1. **Training and the salespersons career cycle**
 2. Designing a formal sales training program
 3. Evaluation and follow up
 4. Informal training

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	<ol style="list-style-type: none"> 1. Explain the subject for this chapter 2. Explain the purpose studying sales Training and Development 	<ol style="list-style-type: none"> 1. Listening 2. Asking 	OHT, OHP & whiteboard
Content	<ol style="list-style-type: none"> 1. Training and the salespersons career cycle 2. Designing a formal sales training program 3. Evaluation and follow up 4. Informal training 	<ol style="list-style-type: none"> 1. Listening 2. Asking 3. Take a note 	OHT, OHP & whiteboard
Closing	<ol style="list-style-type: none"> 1. Summarize the subject given 2. Ask question 3. Overview for the next chapter 	<ol style="list-style-type: none"> 1. Asking 	OHT, OHP & whiteboard

E. Evaluation:

Ask question to check the understanding the students

F. Task:

1. Make a paper about Sales Training and Development

G. References:

- a. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
- b. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
- c. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
- d. Levy, Retail Management

DETAILS OF TEACHING PROGRAM

Course : Sales Management
 Code : EM 456
 Est. Time : 1 X 3X 50 Minutes
 Session : 12

A. Objectives :

1. General Instructional Objectives:

After completing this course student should be understand about Sales Leadership and Supervision

2. Specific Instructional Objectives:

- b. Understand the elements of sales motivation
- c. describe the various needs that influence the behavior of sales personnel

B. Subject : Sales Leadership and Supervision

C. Sub Subject : 1. Motivation
 2. The essence of sales leadership
 3. Sales leadership and cooperation
 4. The sales managers leadership roles
 5. Individual leadership skills
 6. Human relation skills

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	1. Explain the subject for this chapter 2. Explain the purpose studying sales Leadership and Supervision	1. Listening 2. Asking	OHT, OHP & whiteboard
Content	5. Motivation 6. The essence of sales leadership 7. Sales leadership and cooperation 8. The sales managers leadership roles 9. Individual leadership skills 10. Human relation skills	1. Listening 2. Asking 3. Take a note	OHT, OHP & whiteboard

Closing	<ol style="list-style-type: none"> 1. Summarize the subject given 2. Ask question 3. Overview for the next chapter 	1. Asking	OHT, OHP & whiteboard
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E. Evaluation:

Ask question to check the understanding the students

F. Task:

1. Preparing for the next chapter

G. References:

- a. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
- b. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
- c. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
- d. Levy, Retail Management

DETAILS OF TEACHING PROGRAM

Course : Sales Management
 Code : EM 456
 Est. Time : 1 X 3X 50 Minutes
 Session : 13

A. Objectives :

1. General Instructional Objectives:

After completing this course student should be understand about **Sales Incentives and Compensation**

2. Specific Instructional Objectives:

- a. Understand that sales incentives should be based on the individual needs and wants of sales personnel
- b. discuss the role of money as a motivator

B. Subject : Sales Incentives and Compensation

C. Sub Subject : 1. Types of incentives
 2. Sales contests
 3. Sales meetings and conventions
 4. Sales compensation trends
 5. Developing a compensation plan
 6. Fringe benefits

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	1. Explain the subject for this chapter 2. Explain the purpose studying sales Incentives and Compensation	1. Listening 2. Asking	OHT, OHP & whiteboard
Content	11. Types of incentives 12. Sales contests 13. Sales meetings and conventions 14. Sales compensation trends 15. Developing a	1. Listening 2. Asking 3. Take a note	OHT, OHP & whiteboard

	compensation plan 16. Fringe benefits		
Closing	<ol style="list-style-type: none"> 1. Summarize the subject given 2. Ask question 3. Overview for the next chapter 	<ol style="list-style-type: none"> 1. Asking the 2. Answer the question 	OHT, OHP & whiteboard

E. Evaluation:

Ask question to check the understanding the students

F. Task:

1. Prepare for final quiz.

G. References:

- a. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
- b. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
- c. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
- d. Levy, Retail Management

DETAILS OF TEACHING PROGRAM

Course : Sales Management
 Code : EM 456
 Est. Time : 1 X 3X 50 Minutes
 Session : 14

A. Objectives :

1. General Instructional Objectives:

After completing this course student should be understand about Evaluating Sales Force Performance

2. Specific Instructional Objectives:

- a. Specify the steps in the development
- b. Understanding management of a sales evaluation program

B. Subject : Evaluating Sales Force Performance

C. Sub Subject : 1. Sales evaluation principles
 2. The difficulties of evaluation
 3. Establishing performance standards
 4. Information sources for evaluation
 5. Frequency of evaluation
 6. Involving the salesperson

D. Teaching Process

Phase	Teachers Job	Students Job	Media
Introduction	<ol style="list-style-type: none"> 1. Explain the subject for this chapter 2. Explain the purpose studying sales Evaluating Sales Force Performance 	<ol style="list-style-type: none"> 1. Listening 2. Asking 	OHT, OHP & whiteboard
Content	<ol style="list-style-type: none"> 1. Sales evaluation principles 2. The difficulties of evaluation 3. Establishing performance standards 4. Information sources for evaluation 5. Frequency of evaluation 6. Involving the salesperson 	<ol style="list-style-type: none"> 1. Listening 2. Asking 3. Take a note 	OHT, OHP & whiteboard

Closing	1. Summarize the subject given 2. Ask question	1. Asking 2. Answer the question	OHT, OHP & whiteboard
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E. Evaluation:

Final Quiz

F. Task:

1. Prepare for Final Examination

G. References:

- a. Johnston, Marshall, Sales Force Management, 8th Edition, McGraw-Hill International Edition
- b. Johnson, Kurtz, Scheuing, Sales Management, Second Edition, McGraw Hill, Inc
- c. Swastha, Manajemen Penjualan, Edisi 3, BPFE Yoyakarta
- d. Levy, Retail Management