

SUMMARY OF LESSON PLAN

Name of the Assistant/ Associate Professor : **Aadesh Kumar**
Class and Section : **B.com. II**
Subject Lesson Plan : **management sales force**
Month : **January 2018**

| Date | Topics |
|-------------|---|
| 01-01-2018 | Pre-requisite of management of sales force |
| 02-01-2018 | Management of sales force:- An introduction |
| 03-01-2018 | Meaning and charactering of sales management |
| 04-01-2018 | Nature, functions and importance of sales force Mgt. |
| 05-01-2018 | GURU GOVIND SINGH JAYANTI |
| 06-01-2018 | Difficulties, challenges of sales force management |
| 07-01-2018 | SUNDAY |
| 08-01-2018 | Sales manager, types of manager, qualities of sales manager |
| 09-01-2018 | Test |
| 10-01-2018 | Personal selling:- meaning features |
| 11-01-2018 | Importance, limitation and scope of personal selling |
| 12-01-2018 | Classification sales job and types of salesman |
| 13-01-2018 | Duties and qualities of salesman, selling process |
| 14-01-2018 | SUNDAY |
| 15-01-2018 | AIDAS theory of selling |
| 16-01-2018 | Seminar |

Month

: January 2018

| Date | Particulars |
|-------------|---|
| 17-01-2018 | Sales forecasting:- an introduction, definition and meaning |
| 18-01-2018 | Characteristics, importance and factor effective sales forecasting |
| 19-01-2018 | Procedure and method of sales forecasting |
| 20-01-2018 | Levels length and responsibility of sales forecasting |
| 21-01-2018 | SUNDAY |
| 22-01-2018 | VASANT PANCHAMI |
| 23-01-2018 | Sales forecasting of new product and limitation of sales forecasting |
| 24-01-2018 | SIR CHOTU RAM JAYANTI |
| 25-01-2018 | Query and test |
| 26-01-2018 | REPUBLIC DAY |
| 27-01-2018 | Sales budget:- An introduction and meaning and features |
| 28-01-2018 | SUNDAY |
| 29-01-2018 | Factors effecting, types and essentials of effective sales budget |
| 30-01-2018 | Importance, limitation and method of sales budget |
| 31-01-2018 | GURU RAVIDAS BIRTHDAY |

Month

: February 2018

| Date | Topics |
|-------------|---|
| 01-02-2018 | Sales organization:- An introduction, meaning and characteristics |
| 02-02-2018 | Importance, department and function sales organization |
| 03-02-2018 | Setting up sales organization, structure of sales organization |
| 04-02-2018 | SUNDAY |
| 05-02-2018 | Principle of sales organization, again structure of sales |
| 06-02-2018 | Structure of sales organization |
| 07-02-2018 | Organizational structure in international business |
| 08-02-2018 | Assignment |
| 09-02-2018 | Educational trip |
| 10-02-2018 | MAHARSHI DAYANAND SARASWATI JAYANTI |
| 11-02-2018 | SUNDAY |
| 12-02-2018 | Sales for management:- recruitment and selection:- An introduction |
| 13-02-2018 | MAHA SHIVRATRI |
| 14-02-2018 | Recruitment of sales force:- determining the size of sales force |
| 15-02-2018 | Sources of Recruitment |
| 16-02-2018 | Selection of sales force |

Month

: February 2018

| Date | Particulars |
|-------------------|---|
| 17-02-2018 | Responsibility of selecting salesman, selection process |
| 18-02-2018 | SUNDAY |
| 19-02-2018 | Selection test, precaution in the use of selection tests |
| 20-02-2018 | Query and test |
| 21-02-2018 | Sales force management:- training sales personal:- An introduction |
| 22-02-2018 | Sales force training:- meaning, characteristics and importance |
| 23-02-2018 | Principle of sales training and sales force training program |
| 24-02-2018 | Sales force training:- process and elements |
| 25-02-2018 | SUNDAY |
| 26-02-2018 | Method and problems of sales force training program |
| 27-02-2018 | Group discussion of related topics |
| 28-02-2018 | VACATION |

Month

: March 2018

| Date | Topics |
|-------------------|---|
| 01-03-2018 | GURU RAVIDAS BIRTHDAY |
| 02-03-2018 | HOLI |
| 03-03-2018 | VACATION |
| 04-03-2018 | SUNDAY |
| 05-03-2018 | Sales force management:- motivating sales personal:-introduction |
| 06-03-2018 | Characteristics and importance of sales force motivation |
| 07-03-2018 | Principle of sales force motivation |
| 08-03-2018 | Types of motivation / techniques or tools of motivation |
| 09-03-2018 | Limitation of sales force motivation leading the sales force |
| 10-03-2018 | Functions and role of sales leading |
| 11-03-2018 | SUNDAY |
| 12-03-2018 | Test |
| 13-03-2018 | Compensating sales personal:- An introduction |
| 14-03-2018 | Meaning of compensating sales force |
| 15-03-2018 | Objectives of sales force remuneration / compensation plan |
| 16-03-2018 | Essential of a hood sales force compensation plan |

Month

: March 2018

| Date | Particulars |
|-------------|---|
| 17-03-2018 | Factors determining remuneration and elements to sales persons |
| 18-03-2018 | SUNDAY |
| 19-03-2018 | Method of sales force compensation plan |
| 20-03-2018 | Method of sales force compensation plan |
| 21-03-2018 | Discussion of full lesson |
| 22-03-2018 | Test |
| 23-03-2018 | <u>SHAHEEDI DIWAS OF BHAGAT SINGH, RAJGURU & SUKHDEV</u> |
| 24-03-2018 | Sales quotas and sales territories:- An introduction |
| 25-03-2018 | SUNDAY/ RAM NAVMI |
| 26-03-2018 | Sales quotas:- meaning, definition, features and importance |
| 27-03-2018 | Factors affecting and types of sales quotas |
| 28-03-2018 | Method, principle and limitation of sales quotas |
| 29-03-2018 | MAHAVIR JAYANTI |
| 30-03-2018 | GOOD FRIDAY |
| 31-03-2018 | Sales territory:- meaning and objectives of sales territory |

Month

: April 2018

| Date | Topics |
|------------|---|
| 01-04-2018 | SUNDAY |
| 02-04-2018 | Principle and geographical area of sales territory |
| 03-04-2018 | Procedure and scheduling of sales territory |
| 04-04-2018 | Time management |
| 05-04-2018 | Test |
| 06-04-2018 | Sales for management:- evaluating sales personal introduction |
| 07-04-2018 | Meaning and importance of sales force evaluation |
| 08-04-2018 | SUNDAY |
| 09-04-2018 | Process of sales force evaluation |
| 10-04-2018 | Essentials of an effecting of sales force evaluation |
| 11-04-2018 | Methods of performance appraisal of salesman |
| 12-04-2018 | Difficulties of sales force evaluation system |
| 13-04-2018 | Sales records and reporting system |
| 14-04-2018 | <u>DR AMBEDKAR JAYANTI / VAISAKHI</u> |
| 15-04-2018 | SUNDAY |
| 16-04-2018 | Query test |

Month

: April 2018

| Date | Particulars |
|-------------|---|
| 17-04-2018 | Ethical issues in sales management:- An introduction |
| 18-04-2018 | <u>PARASHURAMA JAYANTI</u> |
| 19-04-2018 | Meaning and definitions of characteristics of sales ethics |
| 20-04-2018 | Sales ethics:- significance and ethics issues |
| 21-04-2018 | Code of conduct of sales ethics |
| 22-04-2018 | SUNDAY |
| 23-04-2018 | Role of information technology in sales force mgt:- introduction |
| 24-04-2018 | Meaning, information technology used in sales force mgt |
| 25-04-2018 | Role of II in various function areas |
| 26-04-2018 | Benefits of II tools in sales force management |
| 27-04-2018 | Limitation of II tools in sales force management |
| 28-04-2018 | revision |
| 29-04-2018 | |
| 30-04-2018 | |