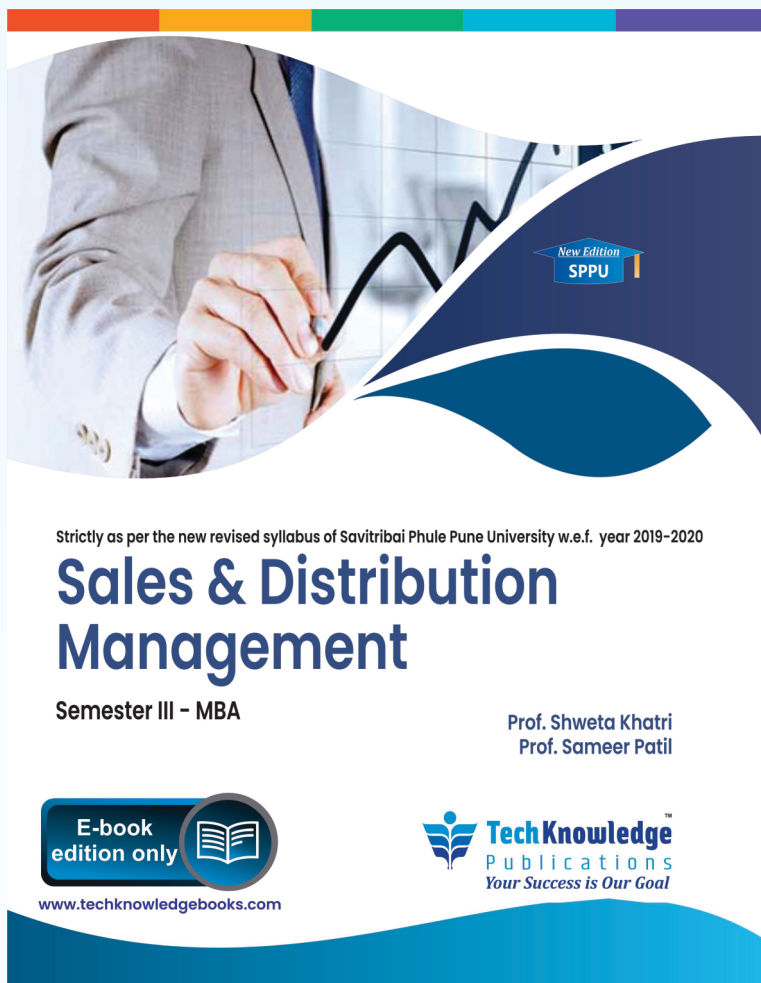


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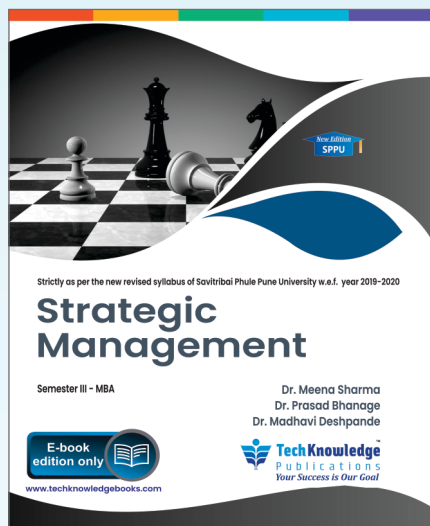


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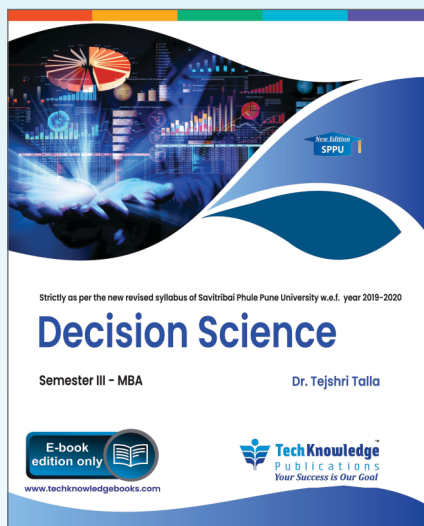
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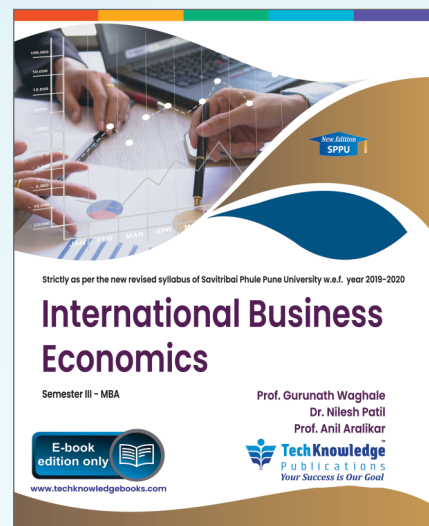
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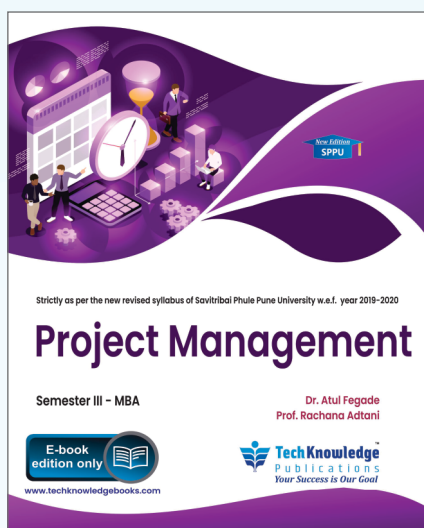
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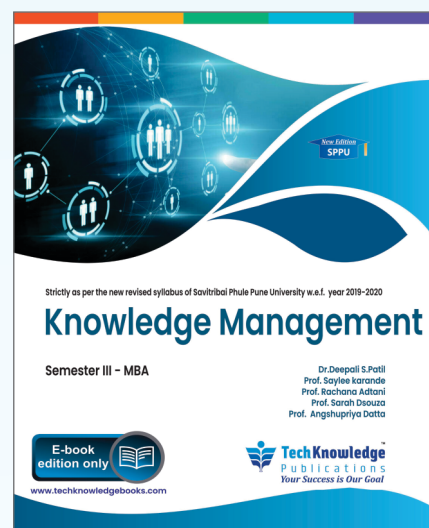
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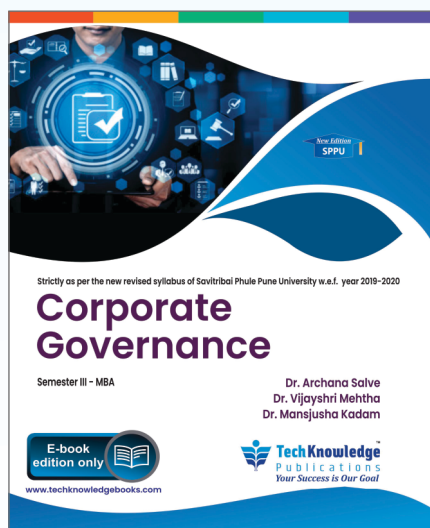
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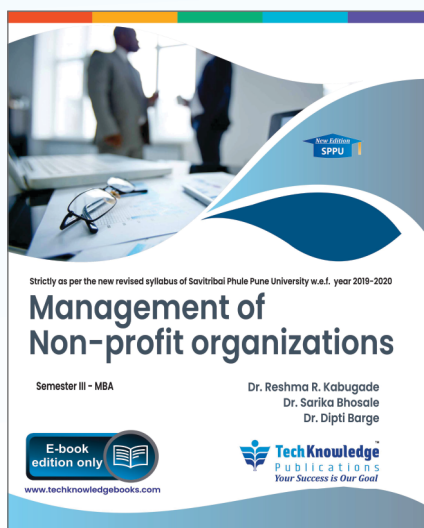
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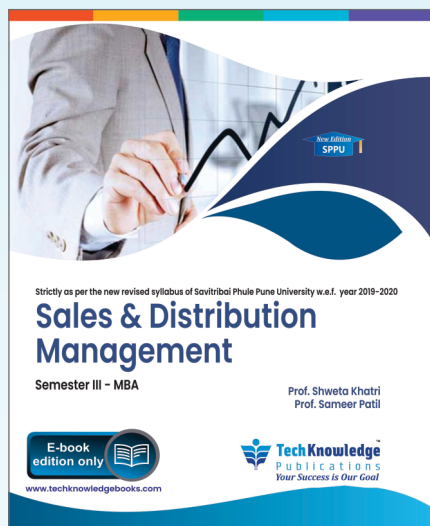
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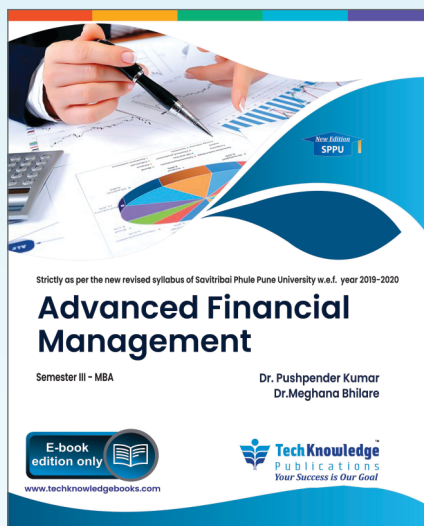
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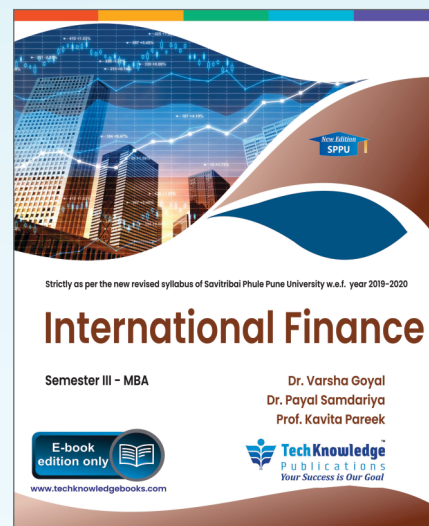
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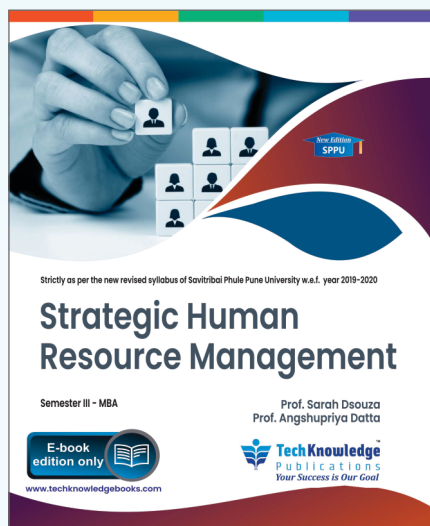
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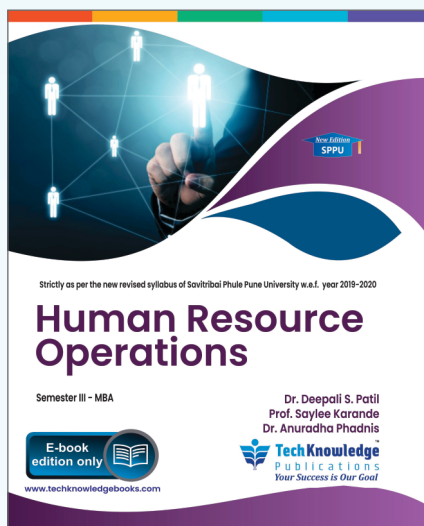
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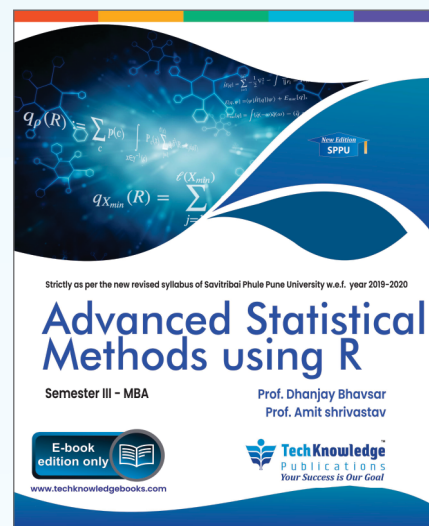
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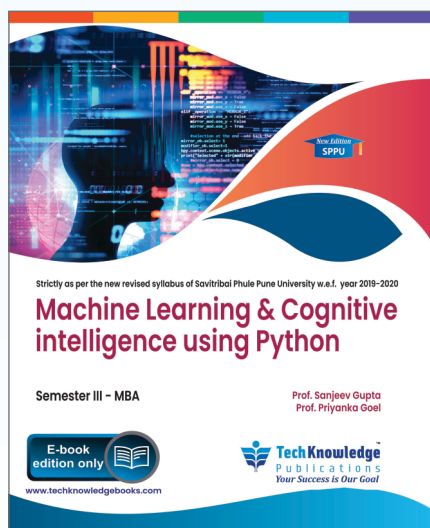
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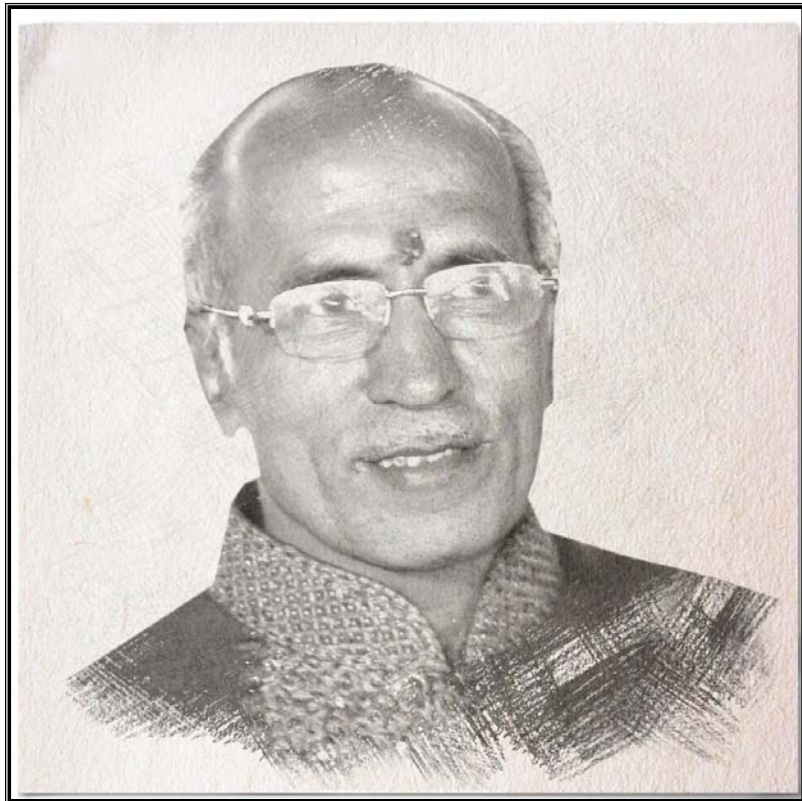
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*We dedicate this Publication soulfully and wholeheartedly,
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who will always be an inspiration, a positive force and strong support
behind us.*



“My work is my prayer to God”

- Lt. Shri. Pradeepji L. Lunawat

*Soulful Tribute and Gratitude for all Your
Sacrifices, Hardwork and 40 years of Strong Vision...*

Preface

Dear Students,

We are extremely happy to present the book of “**Sales & Distribution Management**” for you. We have divided the subject into small chapters so that the topics can be arranged and understood properly. The topics within the chapters have been arranged in a proper sequence to ensure smooth flow of the subject.

We present this book in the loving memory of **Late. Shri. Pradeepji Lunawat**, our source of inspiration and a strong foundation of “**TechKnowledge Publications**”. He will always be remembered in our hearts and motivate us to achieve our new milestone.

We are thankful to Seema P. Lunawat, Vaishali Nisargand and Dr. Deepali Patil for the encouragement and support that they have extended. We are also thankful to the staff members of TechKnowledge Publications and others for their efforts to make this book as good as it is. We have made every possible efforts to eliminate all the errors in this book. However if you find any, please let us know, because that will help us to improve the book quality further.

We are thankful to my family members and friends for their patience and encouragement.

- **Authors**

□□□

About the Authors

A graduate in Pharmacy & MBA in marketing with Sustainable Development, Social Entrepreneurship, Environmental Science, Rural & Agribusiness Management, Healthcare Management and Marketing Management being his areas of interest. He is an Assistant Professor with Dnyansagar Institute of Management & Research, which is affiliated to SP Pune University. He has an experience of working as an examiner, paper setter and a member of syllabus revision committee for SP Pune University. Having 12 years of enriching experience in Pharmaceutical and Healthcare industry & more than 7 years of academic experience, he is an altruist, amicable, conciliator, inquisitive and a real charmer. A good listener & a graceful person with grit, believes that being 'Successful' means being personally, professionally and socially apropos. A staunch believer of Holistic and Experiential learning approach, he feels that learning is a continual and never-ending process.



Prof. Sameer B. Patil

Shweta Khatri is an Assistant Professor at the DPG Institute of Technology and Management, Gurugram. She is NET qualified and holds an MBA degree from Prestige Institute of Management and Research, Indore. She takes lectures on Marketing Management, Sales & Distribution Management, Brand Management and Consumer Behavior. Her teaching style involves mix of lectures, case studies and review tests to ensure that pupils have ingrained the concept discussed in the class. She commands a strong reputation and respect for her knowledge, lecture delivering capabilities and personal attention to students to clarify doubts.

Her academic career is perfectly complemented with diverse corporate experience with leading banks. She has worked in ICICI sales roles as relationship manager to manage HNI clients. This role involved meeting sales target under time pressure. She has won accolades and awards at national level at ICICI bank for her performance. She also undertook the role of Operations Head with Kotak bank in branch banking. She has some national and international research papers in her credit.

Ms. Shweta prefers to invest her leisure time in listening to music, traveling and workout to stay healthy. She actively takes part in cultural activities at college and enjoy taking responsibility as a lead host to handle the stage.

She commands respect from all her students for motivating them and to polish their managerial and soft skills which helps to build confidence and to follow the path of a successful career.



Prof. Shweta Khatri



Syllabus

Semester III		305 MKT : Sales & Distribution Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 305 .1	Remembering	DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain
CO 305 .2	Understanding	UNDERSTAND the concepts, techniques and approaches required foreffective decision making in the areas of Sales and Distribution.
CO 305 .3	Applying	APPLY the concepts related to sales and distribution management.
CO 305 .4	Analysing	ANALYZE the real life scenarios of sales and distribution management.
CO 305 .5	Evaluating	EVALUATE the existing sales and distribution strategies and approaches.
CO 305 .6	CREATING	DEVELOP generate and evaluate sales and distribution strategies.

1. Overview of Sales Management:

- a. Meaning, Evolution, Nature and importance of sales management, Strategic role of sales management, Objective and functions of sales management, Emerging trends in Sales Management,
- b. Careers in Sales Management; Skills required for Sales Managers.
- c. Impact of Technology on Sales: ERP, Social Platforms, Introduction of Sales Force Automation Systems (SFA) and Mobile technology in sales.

(Refer chapter 1)

2. Organizing the Sales Force:

- a. Sales Organization - meaning, Objectives & Structures of Sales Organization, Recruitment, selection and training the sales force, motivation to sales force, Compensation and Evaluation of Sales Force. Duties and Responsibilities of Sales Managers and the Effective Sales Executive.
- b. Personal Selling: Objectives; Personal Selling Process; Relationship selling, (Primary, Secondary etc. Selling)

(Refer chapter 2)

3. Sales Planning and Control:

- a. Sales Planning Sales Forecasting & Budgeting, Sales Quotas and Targets.
- b. Sales Control: Reporting Formats for Primary and Secondary Sales, Monthly Sales Plan, Territory Sales and Coverage Plan, Daily Sales Call Report, Expired Goods and Breakage Return Report, Fortnightly Sales Review Report, Order Booking Report, Monthly and Quarterly Sales Report.
- c. Sales Audit: Sales Force Productivity Indicators (Value and Volume); Territory Productivity, per Person per Month Productivity, Sales to Marketing Expenses Ratio. **(Refer chapter 3)**

4. Distribution Management:

- a. Distribution Management: Introduction, need and scope of distribution channels; Marketing channels strategy; Levels of channels; Designing Channels; Selection and Recruitment of Channel Partners; Channel Conflicts; Techniques to resolve channel conflicts;
- b. Channel Management Decisions; Channel policies, Concept of Vertical Marketing System (VMS) and Horizontal Marketing System (HMS)
- c. Channel Information System: Meaning, purpose, Developing channel information system, Elements of Channel Information System, Channel performance evaluation criteria
- d. Franchising: Significance and importance of Franchisee in Channel Decision; Advantages of Franchisee; Process of appointment of Franchisee; Franchiser-Franchisee relationship. ROI calculation at Dealer level. **(Refer chapter 4)**

5. Wholesaling, Retailing & Logistics Management:

- a. Wholesaling: Meaning, functions, classification of wholesalers, Major wholesaling activities and decisions
- b. Retailing: Meaning, Types of Retailers and retailing formats, Retail strategies, E-Tailing: Structure and Developments in E-tailing, Advantages & Disadvantages of E-Tailing.
- c. Concept & scope of logistics, Components of logistics - warehousing decisions, Transportation decision, Inventory management decisions: Concept of EOQ, ROP, JIT, online inventory management.
- d. Concept and scope of Supply chain management, Components of Supply Chain Management. **(Refer chapter 5)**

□□□



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