



B.Com Honours

Semester III

Calicut University

SALES MANAGEMENT

Course Code: COM3MN207 • Module 1 Notes

Module I: Introduction to Sales Management & Salesmanship

Sales Management is the strategic planning, direction, and operational control of personal selling, including recruiting, selecting, equipping, routing, supervising, paying, and motivating the sales force.

Unit 1: Role of Sales Management in Organization & Marketing Strategy Integration

- 1. Core Executive Functions:** Revenue generation, market expansion, distribution channel alignment, customer relationship management (CRM), and sales forecasting.
- 2. Strategic Role:** Serves as the vital bridge between corporate marketing strategy (4 Ps) and field-level customer execution, translating market positioning into closed transactions.

Unit 2: Marketing Strategy Development & Sales Management Alignment

Aligning sales force goals with marketing strategy:

Push vs. Pull Strategy: Directing trade promotions to intermediaries (push) vs. driving end-consumer demand through advertising (pull).

Target Market Alignment: Structuring sales coverage based on market segmentation (B2B corporate accounts vs mass retail).

Unit 3: Personal Selling & Salesmanship – Objectives & Importance

- 1. Definition:** Personal selling is two-way, face-to-face or digital communication between a seller and a buyer to persuade purchase decisions.
- 2. Key Objectives:** Demand creation, customer education, relationship building, market intelligence gathering, and post-sale problem resolution.

Unit 4: Types of Selling – B2B, B2C, Consultative, & Solution Selling

Transactional Selling: One-off, price-focused retail transactions.

Consultative / Solution Selling: Problem-solving approach for complex corporate sales (B2B), identifying pain points and tailoring customized value propositions.

Unit 5: Qualities of Winning Sales Professionals – Traits & Attributes

Essential Attributes: Physical (grooming, stamina), Mental (product knowledge, adaptability), Social (empathy, active listening), and Character Traits (integrity, resilience, self-motivation).

Practical Case Framework (B2B vs. B2C Selling Environment Matrix): Compare key operational dimensions of Business-to-Business (B2B) and Business-to-Consumer (B2C) selling environments.

Comparative Selling Environment Analysis:

Dimension	B2B Personal Selling (Corporate)	B2C Personal Selling (Retail)
Buyer Decision Unit	Buying Center (DMU) with multiple stakeholders	Individual consumer or family unit
Sales Cycle Length	Long (3 to 12 months) requiring multiple visits	Short (Instantaneous to few days)
Transaction Size	High monetary value per deal (Lakhs / Crores)	Relatively small transaction value
Selling Approach	Consultative & ROI-focused solution selling	Emotional, persuasive & transactional selling
Relationship Focus	Long-term strategic partnership building	Immediate transaction closure & repeat visits

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