

Course Name – Sales & Distribution Management

Credits	3
Faculty Name	Jeevan J Arakal
Program	PGDM- Rural Management
Academic Year and Term	Year 2- Term 4

Course Description

In today's competitive marketplace no company can take its customers or market share for granted. A company that does not quickly capture and understand changes in the market place will normally witness a sharp decline in sales and profitability. Hence, a company's sales team and channel partners have a larger role to play in fulfilling organisational objectives. The sales and distribution function of a modern day corporation must not merely sell products; they must also be actively involved in solving customer problems and building a relationship with customers. With these indicative set of issues in mind, this sales and distribution course has the following objectives:

- To introduce course participants to national and international sales and distribution practices
- To expose course participants to the tools and strategies necessary for designing, motivating and evaluating sales & distribution management systems
- To sharpen decision making skills of future sales and distribution managers

The Sales and Distribution Management course is divided into two modules. The first module will look at channel management issues, the second module will focus on sales force management issues. The 20 sessions of this course will be divided more or less equally between the respective modules; the aim is to facilitate an understanding of the connections between sales & distribution variables.

Student Learning Outcomes

This course strives to achieve the following learning objectives:

- Course participants should be able to understand & appreciate the diverse variables affecting the sales & distribution function
- Course participants should be able to develop sales and distribution plans
- Course participants should be able to link distribution with other marketing variables

References

- Venugopal, P. (2005). Marketing Channel Management: A Customer-Centric Approach. New Delhi: Response Books
- Kapoor, R. (2005). Fundamentals of Sales Management. Delhi: Macmillan India
- Still, R. R., Cundiff, E. W., & Govoni, N. A. P. (1988). Sales Management: Decisions, Strategies and Cases. (5th edition). New Delhi: Prentice-Hall of India
- Panda, T. K. & Sahadev, S. S. (2005). Sales and Distribution Management. New Delhi: Oxford University Press
- Havaladar, K. K. & Cavale, V. M. (2007). Sales and Distribution Management: Text and Cases. New Delhi: Tata-McGraw-Hill

Session Plan

Session No.	Topic(s) for Discussion*	Indicative Coverage of the Session
1	Introduction to Sales & Distribution Management Course	<ul style="list-style-type: none">• Course Introduction• <u>Discussion on the field assignment</u>
2	The Indian Distribution Environment	<ul style="list-style-type: none">• Origins, evolution & uniqueness of the Indian distribution environment• Comparison with developed markets
3	Case I- Kirana Store Vs Super Market (Mini Case) **	<ul style="list-style-type: none">• Discussion on case questions• Drawing connections with session 2
4	Developing a Distribution Strategy	<ul style="list-style-type: none">• Key issues in formulating a distribution strategy
5	Case II – ICICI Bank: Challenges in Rural Banking(Mini Case)	<ul style="list-style-type: none">• Discussion on case questions• Drawing connections with session 4
6	Laying the Framework for the Distribution Strategy	<ul style="list-style-type: none">• Designing the distribution channel• Evaluating alternate channel designs
7	Channel Institutions & Intermediaries in India	<ul style="list-style-type: none">• Channel members- Types, roles and performance metrics

8	Case III – Seth Dhaniram C & FA (Mini Case)	<ul style="list-style-type: none"> • Discussion on case questions • Drawing connections with session 5
9	Managing the Distribution Channel- Session I	<ul style="list-style-type: none"> • Selection and Appointment of Channel Members • Conducting Appraisals of Channel Partners
10	Mini Case IV – Clogging the Channels (Mini Case)	<ul style="list-style-type: none"> • Discussion on case questions • Drawing connections with sessions 5, 6 & 7
11	Managing the distribution channel- Session II	<ul style="list-style-type: none"> • Maintenance and enhancement channel commitment • Managing conflict among channel members
12	Case V – Corporate Goes Retail(Mini Case)	<ul style="list-style-type: none"> • Discussion on case questions • Drawing connections with sessions 5, 6, 7, 8 & 9
13	The Selling Process	<ul style="list-style-type: none"> • Selling Process – Situations, types & tactics • After sales issues
14	The Sales Organisation	<ul style="list-style-type: none"> • Sales force organisation, structures size & specializations
15	Case VI- S Holdings	<ul style="list-style-type: none"> • Discussion on case questions • Drawing connections with sessions

	Worldwide ##	4, 11 & 12
16	Managing Sales Territories and Quotas	<ul style="list-style-type: none"> • Defining and designing sales territories • Assigning territories & compensating sales force
17	Managing the Sales Force	<ul style="list-style-type: none"> • Sales force recruitment, training & motivation
18	Case VII- WWE Asia	<ul style="list-style-type: none"> • Discussion on case questions • Drawing connections with sessions 14, 15, 16 & 17
19 +	Presentation of field assignment	<ul style="list-style-type: none"> • Presentations & classroom discussions
20 +	Presentation of field assignment	<ul style="list-style-type: none"> • Presentations & classroom discussions • Course wrap up

* Additional reading materials will be provided wherever necessary

** Learning notes need NOT be submitted for mini cases

++ Session 19 & 20 to be held on the same day

##- Cases with bold font form part of the evaluation and will require the submission of learning notes

Evaluation

The weightage for the course components is given below:

Evaluation Component	Weightage(in Percentage)
Case Learning Notes (2 *10)	20
Field Report & Presentation	30
Quiz	10
End – Term Examination	40
Total	100

- Groups consisting of 7 members need to be formed; font type for all submissions is Times New Roman, size 12.

Field Project- Understanding a Sales & Distribution Channel

Students are expected to work on the following issues, these issues are indicative and more issues can be added. The issues given below have to be captured in your report for securing a favourable evaluation:

- Channel design - The channel design used by the company for the physical flow of goods. This should also include a brief description of the role and key deliverables of each channel member.
- Channel member management- Monetary & non-monetary methods used to reward channel members, target setting & monitoring mechanisms, training & capacity building of channel members
- Sales force structure, recruitment, motivation and control
- Transportation & logistics – The modes of transport used and the planning for the same. Please give adequate attention to the deployment and application of information technology

- Relating field based learnings with sessions 4 & 6
- Financial analysis - Compute the Market Spend of the Company and break this up into two components – advertising Spend and Sales & Distribution Spend. Pie chart the sales & distribution spend into the different

components. Repeat this exercise for any competitor of the company chosen by you. Compare the Pie Charts of the Sales & Distribution Spends – and give your analysis of the same.

This project carries a total of 25 marks. 15 Marks is for the report and 10 marks have been allocated for the presentation. The report can consist of a maximum of 25 pages including cover page, exhibits and appendix.

Academic Integrity

The rules of the institute with respect to academic integrity will be applicable.

