



Sales Management	
Course number:	6351
Hours per week:	4
ECTS:	5
Scheduled:	Summer semester
Format:	Seminar
Examination:	Written exam in English or German (90 min)
Lecturer:	Prof. Dr. Gregor Weiche
Objectives:	<p>Expertise: Understand the essential factors and principles of sales management. Comprehend the relationship between control and leadership in sales.</p> <p>Skills: Identify and select effective sales management approaches, engaging in critical discussions regarding various methods. Employ critical thinking to evaluate and apply diverse sales management strategies.</p> <p>Competencies: Develop the ability to effectively manage sales teams in a sales leadership role.</p>
Contents:	<ul style="list-style-type: none">▪ Understanding the concept of sales management and its significance.▪ Exploration of sales management objectives, strategies, and instruments commonly utilized in practice.▪ Exploration of sales leadership principles in conjunction with management strategies.▪ Discussion on the alignment of sales management with organizational requirements and qualification measures.▪ Utilization of in-depth analysis, practical examples and contemporary approaches to reinforce theoretical understanding.
Pre-requisites	none
Recommended Reading:	<ul style="list-style-type: none">▪ Winkelmann, P.: Vertriebskonzeption und Vertriebssteuerung, Vahlen-Verlag (available in German)▪ Homburg, C., Schäfer, H., Schneider, J.: Sales Excellence, Gabler-Verlag (available in English and German)▪ Tanner, J., Honeycutt, E.D., Erffmeyer, R.C.: Sales Management, Pearson (available in English)