



INTERNATIONAL MANAGEMENT INSTITUTE
Bhubaneswar

SALES & DISTRIBUTION MANAGEMENT

Term 4

Session Plan PGDM-II June-Sept.'14

Credits: 3

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Course Objective:

1. To expose the participants to the function & role of Sales & Distribution Management in any business & its relevance in the marketing mix.
2. To develop a hands-on in-depth understanding of both the functions.
3. To understand the relationship between the trade and the organization and the role of the distribution function in achieving & retaining market leadership.
4. Provide the required skills to be able to develop and manage a sales & distribution network.

Pedagogy: A combination of classroom lectures on the basics, case studies, surprise quizzes, field projects and experiential learning. Field project will constitute an important element of the learning pedagogy.

<u>Evaluation:</u>	Class discussions /written submissions	15%
	Quizzes (n-1)	15%
	Term Assignment	20%
	Mid-term exam	15%
	End term exam	35%

Text Book: **Sales & Distribution Management-Text & Cases, Havaladar & Cavale (Tata McGraw Hill) 2nd ed.**

- Reference Books:**
1. Sales Management- Decisions, Strategies & Cases : Cundiff, Still & Govoni (Prentice Hall)
 2. Marketing Channels: Coughlan, Anderson, Stern ,El Ansary & Natarajan (Prentice Hall/ Pearson) 7th ed.
 3. Sales & Distribution Management, Panda & Sahadev, Oxford University Press, 2005 ed.
 4. Selling Today: creating customer value, Pearson, 9th ed.
 5. Sales & Distribution Management: an Indian perspective, Pingali Venugopal, Response Books, 2008
 6. Dalrymple's Sales Management: William Cron & Thomas DeCarlo, Wiley 9th ed

Session Plan

<u>Session</u>	<u>Topics</u>	<u>Readings & Cases</u>
1	<ul style="list-style-type: none"> • Overview of Sales & Distribution • Distribution & marketing mix • Why channels • Channels for FMCG, Industrial products & services 	<p>R: Planning The Distribution Function in an Organization</p> <p>R: Customer-driven distribution systems</p> <p>R: Chapter - 8</p>
2-4	<ul style="list-style-type: none"> • The participants in the channel process & the environmental impact • Types of intermediaries & their role • Functions intermediaries perform • Impact of competition on channels • Legal issues impacting distribution 	<p>R: Channel Partnerships: Streamline Distribution</p> <p>R: Chapter - 9-11</p>
5-6	<ul style="list-style-type: none"> • Behavioral implications in channel management • Quest for Power in the channel system • Role of communication • Conflict in channels • Channel Power & conflict resolution 	<p>R: A New Approach to Distribution Conflict Management</p> <p>C: GEM soaps & detergents (session 5)</p>
7-9	<ul style="list-style-type: none"> • Developing Distribution Strategy & channel network • Interpreting channel behaviour • Identifying distribution needs • Evolving channel structure & design • Evaluating channel alternatives • Channel selection • Developing the channel 	<p>C: Flat Tyres of India (Session 7)</p> <p>R: Chapter - 12</p>
10	<ul style="list-style-type: none"> • Managing Channels • Product & Debtor control thru channels • Motivating the channel • Promoting through channels • Channel Compensation 	<p>R: Channel Management</p> <p>R: Chapter - 13-14</p> <p>C: Hassler & Howard</p>
11	<ul style="list-style-type: none"> • Physical distribution & logistics • Elements of logistics • Developing & Managing the supply chain distribution/logistics • Inventory planning & management 	<p>R: Chapter 15</p> <p>R: What is the Right Supply Chain for Your Product.</p>

12-14	<ul style="list-style-type: none"> • Personal Selling • Pre & post selling activities • Opening & Closing a sale • Handling objections • Sales Negotiations 	<p>C: I'll cook his goose (Session 12)</p> <p>R: After the Sale is over</p> <p>R: Chapter 1-3</p>
15-17	<ul style="list-style-type: none"> • Managing the sales organization • The sales organization • Primary & secondary structure • Managing Sales Force • Recruiting, training & motivating • Sales force Compensation 	<p>R: Chapter 5 - 6</p> <p>R: Humanize Your Selling Strategy.</p> <p>R: Building a top Con Goods Sales Force</p> <p>C: Electrical Product Co. Pg. 151 Text Book (session 15)</p>
18	<ul style="list-style-type: none"> • Territory Management • Determining territories & Load plan • Coverage planning: extensive / intensive • Developing new markets 	<p>R: Sales Force Work Load and Territory Analysis</p> <p>R: Chapter - 4</p>
19	<ul style="list-style-type: none"> • Controlling the sales effort • Setting targets & budgets • Reporting & analysis • Sales meetings/reviews 	<p>R: Chapter - 7</p>
20	<ul style="list-style-type: none"> • Review & closure 	

Readings assigned for each session could be the subject of class discussion or a quiz. Students are thus advised to read the same prior to coming to class.

Term assignment

Weightage 20%

To get a first hand feel of the discipline of Sales & Distribution, a field assignment will be required to be done by students in groups not exceeding 3-4 each.

Assignment Develop an understanding of the Sales & Distribution function for any FMCG/Semi durable or durable product category and understand how the Sales and Distribution function is discharged in the market and develop a Sales & Distribution plan for a new market. A suggested list of product categories is given below:

1. Footwear brands like Relaxo or other Regional brand for mid-level customers.
2. Footwear brands like Woodland for upper end buyers
3. Kitchen-Glassware products/ crockery items like La Opala or Borosil
4. Kitchen appliances like Bajaj for mid segment buyers
5. Kitchen appliances like Black & Decker or Kenwood for upper end buyers
6. Kitchen plastic ware (containers, casseroles) like Cello /Milton for mass markets
7. Paper based stationery like Note Books, registers for school and college students.
8. Personal Care products like Dabur, Marico aimed at the mass market.
9. Mineral water for mid segment brands like Paras, both retail packs & institutional packs.
10. Washing powder and detergents bars/cakes for mass market brands like Nirma, 555, Ghadi detergent,

Phase 1: To be able to do this assignment you may choose a category and get it approved, to avoid duplication. Hence kindly provide your choices as 1st Pref and 2nd Pref along with a brief proposal and email the same to me at my ID. Approvals will be given on "first-come-first-served" basis. Once approved, you will then be required to visit the wholesale and retail markets in Bhubaneswar/Cuttack to understand the working hands-on of the entire Supply Chain. Contacts with company's field staff, intermediaries and customers will be helpful. The scope of study will be to cover both disciplines-Sales and Distribution.

Phase 2: Based on your understanding developed in phase 1,

- a) Develop a plan to extend the distribution into a yet unexplored nearby markets. In doing so, both the Sales & Distribution functions would need to be covered and the same should be capable of a regional roll out subsequently.

Submissions:

1. Names of group members (not exceeding 3-4 to a group) are to be submitted along with 1st & 2nd Pref of the topic and with a brief outline of both, **before 30th June, 2014.**
2. Phase1 must be completed by session 10 and a Report submitted in session 12. Brief presentations may be held in class, which will be decided during the session.
3. Phase 2 of the study to be completed by session 18 and report submitted in session 20)

NO EXTENSIONS will be granted to above indicated submission deadlines. The written document should not exceed 10-15, A-4 typed pages, excluding annexures.

Failure to adhere to the deadlines will result in rejection of the relevant submission and a "F" in the component.