

**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**  
**Post Graduate Diploma in Management (PGDM)**  
**SALES & DISTRIBUTION MANAGEMENT (MK608)**  
**CREDIT: Full (three credits)**  
**SESSION DURATION: 90 Minutes**

**TERM: IV**  
**YEAR: 2016-2018**

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**Office hours :** 9:30 am – 5:30 pm

**Course Objective:**

**LO1:** To expose the participants to the function of Sales & Distribution Management in any product centric business, across product categories.

**LO2:** To develop a hands-on in-depth understanding of both the functions.

**LO3:** To understand the relationship between the trade and the organization and the strategic role of the distribution function in the Marketing Mix.

**LO4:** Develop the skills to be able to conceptualize, develop and manage a Sales & Distribution network.

**Pedagogy:**

The approach will be hands-on, through experiential learning involving active field work in the market place. Besides conceptual learning which will involve case discussions, lectures, role plays and written assignments. Surprise quizzes will be a special feature. ***Prior reading and preparation of the assigned readings/cases will be a pre requisite.*** Field project will constitute an important element of the learning pedagogy.

<b><u>Evaluation:</u></b>	Class discussions /written submissions	20%
	Quizzes (n-1)	20%
	Term Assignment	20%
	End term exam	40%

• **Books:**

- **Sales & Distribution Management-Text & Cases, Havaladar & Cavale, (Tata McGraw Hill), Latest ed.**
- Sales Management- Decisions, Strategies & Cases: Cundiff, Still & Govoni (Prentice Hall)
- Marketing Channels: Coughlan, Anderson, Stern ,El Ansary & Natarajan (Prentice Hall/ Pearson) .
- Sales & Distribution Management, Panda & Sahadev, Oxford University Press
- Selling Today: creating customer value, Pearson
- Sales & Distribution Management: an Indian perspective, Pingali Venugopal, Response Books,
- Dalrymple's Sales Management: William Cron & Thomas DeCarlo, Wiley

- **Session Plan**

<b><u>Session</u></b>	<b><u>Topics</u></b>	<b><u>Readings &amp; Cases</u></b>
1	<ul style="list-style-type: none"> <li>• <b>Overview of Sales &amp; Distribution (LO1)</b></li> <li>• Distribution &amp; marketing mix</li> <li>• Why channels</li> <li>• Channels for FMCG, Industrial products &amp; services</li> </ul>	<b>R:</b> Planning The Distribution Function in an Organization <b>R:</b> Customer-driven distribution systems <b>R:</b> Chapter – 8
2-4	<ul style="list-style-type: none"> <li>• <b>The participants in the channel process &amp; the environmental impact (LO2, LO3)</b></li> <li>• Types of intermediaries &amp; their role</li> <li>• Functions intermediaries perform</li> <li>• Impact of competition on channels</li> <li>• Legal issues impacting distribution</li> </ul>	<b>R:</b> Six steps to Distribution Network Design  <b>R:</b> Chapter - 9-11
5-6	<ul style="list-style-type: none"> <li>• <b>Behavioral implications in channel management (LO3, LO4)</b></li> <li>• Quest for Power in the channel system</li> <li>• Role of communication</li> <li>• Conflict in channels</li> <li>• Channel Power &amp; conflict resolution</li> </ul>	<b>R:</b> A New Approach to Distribution Conflict Management <b>C: Gem Soaps (session 5)</b>
7-9	<ul style="list-style-type: none"> <li>• <b>Developing Distribution Strategy &amp; channel network (LO2, LO3, LO4)</b></li> <li>• Interpreting channel behavior</li> <li>• Identifying distribution needs</li> <li>• Evolving channel structure &amp; design</li> <li>• Evaluating channel alternatives</li> <li>• Channel selection</li> <li>• Developing the channel</li> </ul>	<b>C: Maxwell Corporation (Session 7)</b> <b>R:</b> Chapter - 12
10	<ul style="list-style-type: none"> <li>• <b>Managing Channels (LO2, LO3)</b></li> <li>• Product &amp; Debtor control thru channels</li> <li>• Motivating the channel</li> <li>• Promoting through channels</li> <li>• Channel Compensation</li> </ul>	<b>R:</b> Chapter - 13-14 <b>C: Morgan &amp; Boss Home assignment (sub in # 15)</b>
11	<ul style="list-style-type: none"> <li>• <b>Physical distribution &amp; logistics LO3, LO4)</b></li> <li>• Elements of logistics</li> <li>• Developing &amp; Managing the supply chain distribution/logistics</li> <li>• Inventory planning &amp; management</li> </ul>	<b>R:</b> Chapter 15 <b>R:</b> What is the Right Supply Chain for Your Product.
12-14	<ul style="list-style-type: none"> <li>• <b>Personal Selling (LO2, LO3, LO4)</b></li> <li>• Pre &amp; post selling activities</li> </ul>	<b>C: Do I really have to worry (Session 12)</b> <b>R:</b> Chapter 1-3

15-17	<ul style="list-style-type: none"> <li>• Opening &amp; Closing a sale</li> <li>• Handling objections</li> <li>• Sales Negotiations</li> <li>• <b>Managing the sales organization (LO2, LO3)</b></li> <li>• The sales organization</li> <li>• Primary &amp; secondary structure</li> <li>• Managing Sales Force</li> <li>• Recruiting, training &amp; motivating</li> <li>• Sales force Compensation</li> </ul>	<b>R:</b> Chapter 5 - 6 <b>R:</b> Humanize Your Selling Strategy. <b>C: Electric Products Co (sess 15)</b>
18	<ul style="list-style-type: none"> <li>• <b>Territory Management (LO3, LO4)</b></li> <li>• Determining territories &amp; Load plan</li> <li>• Coverage planning: extensive / intensive</li> <li>• Developing new markets</li> </ul>	<b>R:</b> Sales Force Work Load and Territory Analysis <b>R:</b> Chapter - 4
19	<ul style="list-style-type: none"> <li>• <b>Controlling the sales effort (LO2, LO3)</b></li> <li>• Setting targets &amp; budgets</li> <li>• Reporting &amp; analysis</li> <li>• Sales meetings/reviews</li> </ul>	<b>R:</b> Chapter - 7
20	<ul style="list-style-type: none"> <li>• <b>Review &amp; closure (LO2, LO3, LO4)</b></li> <li>• <b>Term Project VIVA</b></li> </ul>	<b>Schedule for Viva will be notified.</b>

**Prefix C...refers to Case Study & prefix R...refers to assigned reading for the class.**

**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.**

