Sales and Distribution Management is the core of any marketing activity. Successful handling of these functions would result in positive growth of any business.

Objective of this course is to develop sales managers who can effectively perform in the vibrant market situations-achieve sales by delighting the consumers. Student’s attitude towards the Sales Process will be positively reformed; their skills in handling channels, customers, and negotiations will be sharpened. They will develop a thorough understanding of the game of distribution.

The course will be covered in 24 sessions- 30 hours of active interaction. Students are required to study the recommended books and the class notes.

There is a component of Group work (maximum four members in a group), which consists of selection of a sales organisation; collection of data of the organization’s present ‘modus operandi’ of achieving sales, its analysis and its presentation in the class. This will have to be done in the framework of ‘sales management’.

Role-plays, simulation exercises, individual and group presentations would supplement the sessions.

The course content may be modified as per the perceived needs of the class.

**Course Facilitator:** Avinash Shivdas P

**The Evaluation criteria**

- **End Term** – 40%
- **Role Play** – 20%
- **Group Presentations** -20%
- **Class Exercise** – 20%
Amrita Vishwa Vidyapeetham  
Amrita MBA Program  
Sales and Distribution Management  

Session 1: Introduction to Sales  
Session 2: Introduction to AIDA Process  
Session 3 to 9: Complete Sales Process  
Session 10-12: Class Presentations  

Mid Term  
Session 13-15: Introduction to Distribution Management  
Session 16 -19: Distribution Channel Design  
Session 20-22: Territory Management (TM) + Class Work on TM  
Session 23: Ethics in sales  
Session 24: Overview and wrap up of SDM  

End term  

Text Book  
Sales and Distribution Management by Tapan K Panda and Sunil Sahadev, Oxford University Press  

Happy Selling!!!  

Regards  
Avinash Shivdas P  
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