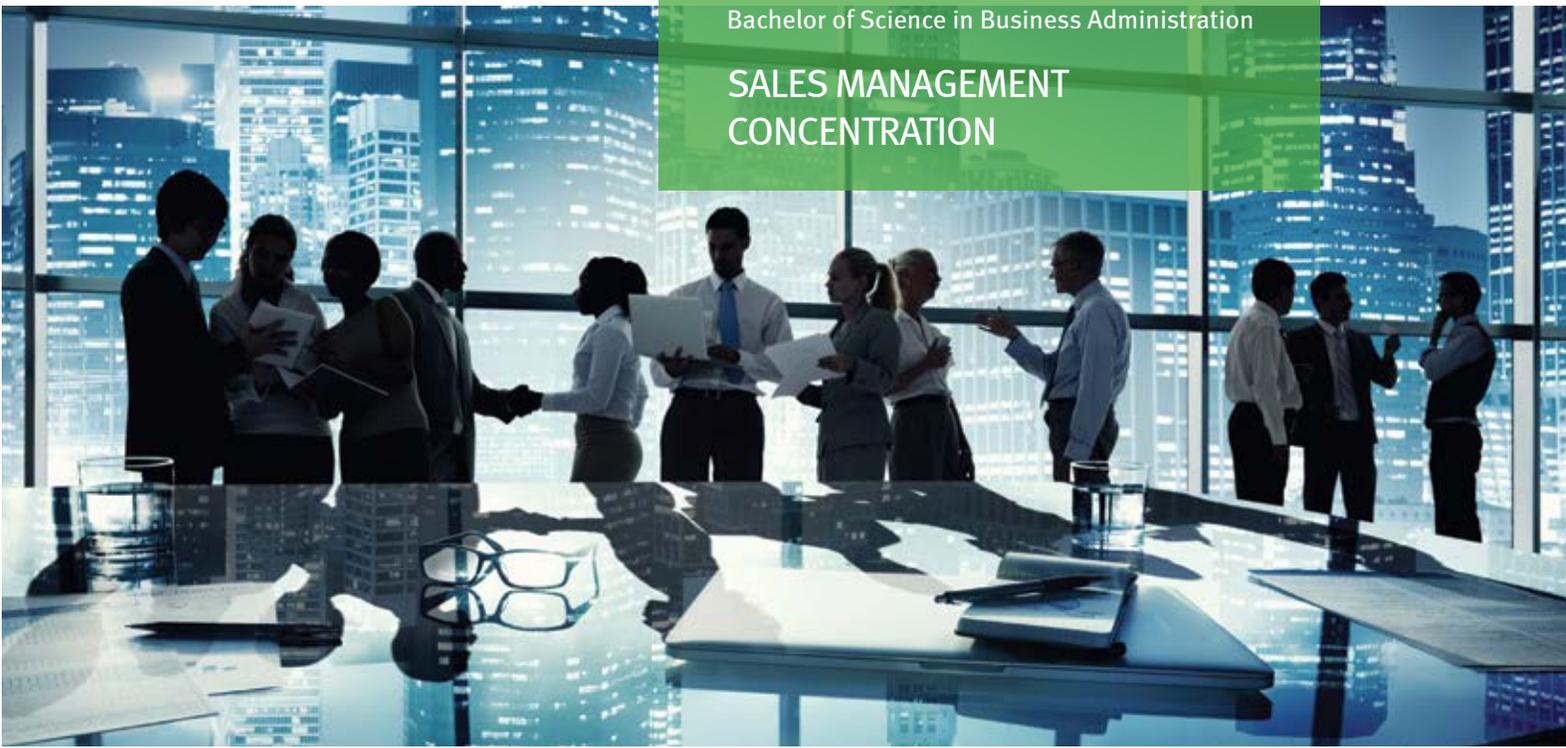


SALES MANAGEMENT CONCENTRATION



SALES MANAGEMENT CONCENTRATION OVERVIEW

A business degree with a concentration in sales management prepares you with an understanding of what it takes to successfully sell products and services, and prepares you to manage a salesforce. A business degree with a concentration in sales management provides an understanding of business-to-business and business-to-consumer selling concepts, customer analysis and relationships, and leadership strategies for successful salesforce management. The sales management concentration includes comprehensive classes about sales functions, recruitment, selection, and retention planning for sales personnel as part of a business plan.

Graduates of the Bachelor of Science in Business Administration with a concentration in sales management are prepared for the workplace with practical skills, including:

- Conducting negotiations in multiple settings

- Evaluation of recruitment, selection, and retention planning for sales staff
- Evaluation of the consumer decision making process

Real-World Connections

Sales management requires knowledge of consumer behavior, forecasting and budgeting, sales force development, and leadership. A concentration in sales management will appeal to students who are socially oriented and want to set the tone for sales of an organization. A sales manager's efforts go beyond the customer and help lead a company through relationships with employees, partners, investors, and suppliers.

Professional Competencies of Graduates

- Leadership and communication
- Interpersonal skills, personal presentation
- Teamwork
- Creativity and imagination

- Organizational skills
- Problem solving and critical thinking
- Understand concepts of multiculturalism and diversity

COURSE OUTCOMES

Professional Selling

- Analyze the buying and selling functions from both the client and customer perspective.
- Evaluate the process of opening and closing sales by reviewing real-life case studies.
- Conduct a negotiation in a simulated setting.
- Evaluate the key concepts of customer relationships by applying them to various scenarios.
- Evaluate the key differences between international and domestic sales strategies.
- Discover the ethical and legal issues associated with the selling process.

Marketing Research

- Formulate a research problem.
- Determine an appropriate research design to address the problem.
- Design an appropriate data collection method.
- Recommend a business solution based on data analysis and interpretation.
- Prepare a research report.
- Understand competitiveness and collaboration in a global economy.

Sales Force Management

- Classify different sales functions.
- Evaluate recruitment, selection, and retention plans for salespeople.
- Design sales plans.
- Create sales presentations.
- Evaluate sales management and leadership strategies.
- Manage a sales force

Consumer Behavior

- Explain the components of an integrated marketing communications (IMC) strategy.
- Analyze the consumer decision making process.
- Assess promotional techniques.
- Analyze advertising campaigns.
- Compare advertising media.
- Evaluate advertising for compliance with ethical standards.

Professional Certifications

Learn more about external certifications associated in this area:

- Certified Personal Sales Person
<https://www.nasp.com/pr/certification/certification.asp?src=header>
- Certified Sales Leadership Professional
- Certified Sales Operation Professional
<http://salesmanagement.org/pages/sales-management-and-sales-operations-certification>
- Certified Sales Professional
- Certified Professional Manufacturers Representative
<https://mrrerf.org/certifications-and-training/>
- Certified National Pharmaceutical Sales Representative
<http://www.napsronline.org/cnpr-certification/>

JOB OUTLOOK FOR CAREERS IN SALES MANAGEMENT

Employment of sales managers is projected to grow 5% between 2014 and 2024. Employment growth of these managers will depend primarily on growth or contraction in the industries that employ them.*

JOB TITLES ASSOCIATED WITH SALES MANAGEMENT †

- Advertising Sales Agents
- Sales Managers
- Sales Agents, Financial Services

To learn more about the Bachelor of Science in Business Administration, please **click here** or call **866.827.5268** (Toll Free).

For comprehensive consumer and gainful employment information, visit kaplan.edu/info.

* Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2016-17 Edition, Sales Managers, www.bls.gov/ooh/management/sales-managers.htm. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

† Kaplan University's programs are designed to prepare graduates to pursue the stated positions, which have varying responsibilities. However, the University cannot guarantee employment or career advancement. Additional training or certification may be required. In addition, job titles and responsibilities may vary from organization to organization.