

**INVERTIS UNIVERSITY  
FACULTY OF MANAGEMENT  
Department of Management**

19 Jan 2021

**CIRCULAR**

**VALUE ADDED COURSE  
SALES FORCE MANAGEMENT- MB-011  
MBA II SEMESTER**

Student of MBA 1st are hereby informed that value added course " **SALES FORCE MANAGEMENT** " is scheduled from 01 February 2021 in your respective classroom, Academic Block-III.

**Schedule:**

- Time Slot: 03:00 PM to 05:00 PM
- Key Speaker: **Dr. Upasana Gupta**
- Duration: 2 hrs

**Program Overview:**

To expand the knowledge of sustainability across various organizations, industries and practices; including business, consulting, environmental, and social and governance (ESG), and energy sectors.

  
Dr. Subho Chattopadhyay

(HOD)

Head  
Department of Management (MBA)  
Faculty of Management

**Invertis University, Bareilly**  
**Faculty of Management**  
**Session 2020-21**  
**Value Added Course**  
**Sales Force Management- MB-011**

**Course Aim:**

- This course cover a full range of issues facing sales leaders today: recruiting, training, compensating and retaining talent; managing the sales force structure in a changing environment; creating new and innovative go-to-market approaches; engaging customers across multiple channels; utilizing analytics in making sales decisions and leading change

**Course Objectives:**

- To know application customization for system administration of sales data
- To learn the preparation of high-value reports for business entities
- To understand the configuring workflow automation procedures of the organization
- To explore the working on the security of the Salesforce environment

**Course Outcome:**

By the end of this mini course, students will be able to:

- To know application customization for system administration of sales data
- To learn the preparation of high-value reports for business entities
- To understand the configuring workflow automation procedures of the organization
- To explore the working on the security of the Sales force environment

**Course Content:**

- Sales Force Selection and Recruitment
- Sales force Motivation and Evaluation
- Overview of the job design and recruitment processes
- Understanding job analysis, a job description and a job qualifications statement
- The Role of Training in Sales Force Development
- Key decisions involved in sales training as well as the emerging trends in sales training
- Motivating the Sales Force
- Five different theories of motivation and show how these work in sales situations
- Use of rewards and incentives as part of a motivation program
- Discussion on various sources for recruiting sales people

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HOD-MBA  
Head  
Department of Management (MBA)  
Faculty of Management  
Invertis University, Bareilly (UP)



# SALES FORCE MANAGEMENT

*Organised by:-*

Department of Management

**PROGRAM:**

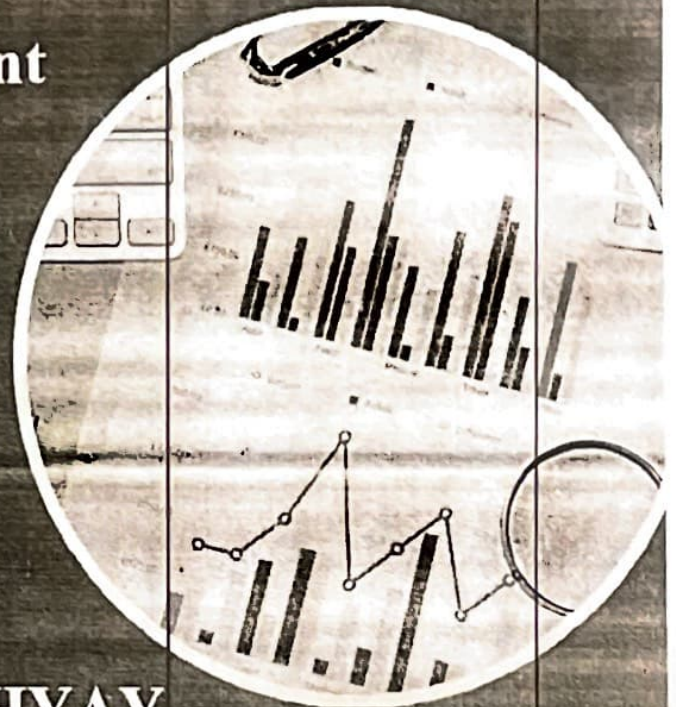
**MBA II**

**KEY SPEAKER:**

**DR. UPASANA GUPTA**

**HOD :**


**DR. SUBHO CHATTOPADHYAY**



**03:00 PM TO 05:00 PM**



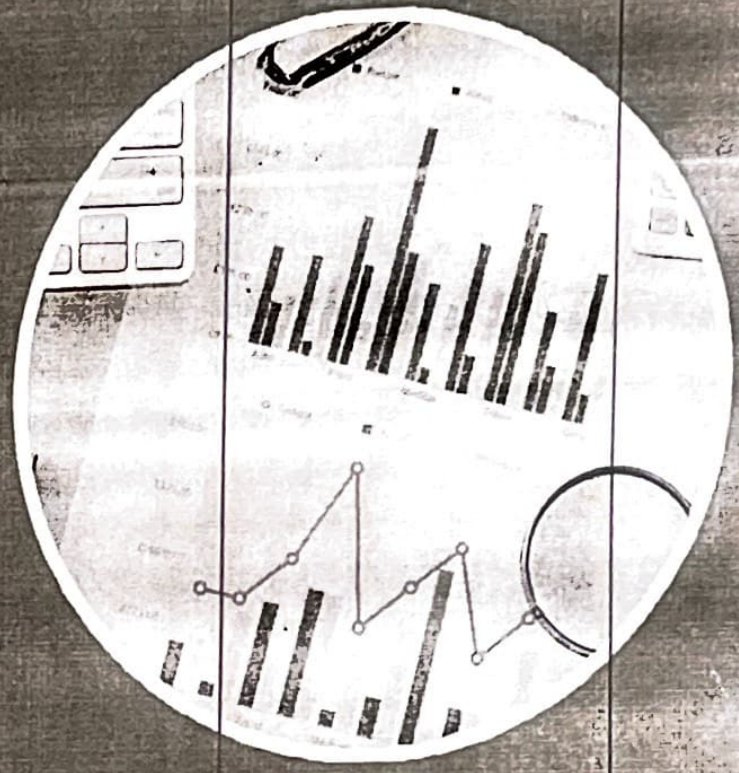
**FEB 01 - MAR 02 2021**

  
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Invt



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*Anah*  
Head  
Department of Management (MBA)  
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