

Invertis University, Bareilly
Faculty of Management
Session 2021-22
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


Dean Academics
Faculty of Management
Invertis University, Bareilly (UP)


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Bareilly


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

17 Jan 2022

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 2022 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.


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Faculty of Management
Invertis University, Bareilly (UP)


Invertis University
Bareilly


Head
Department of Management (Faculty)
Faculty of Management
(HOD)


INVERTIS
UNIVERSITY BAREILLY

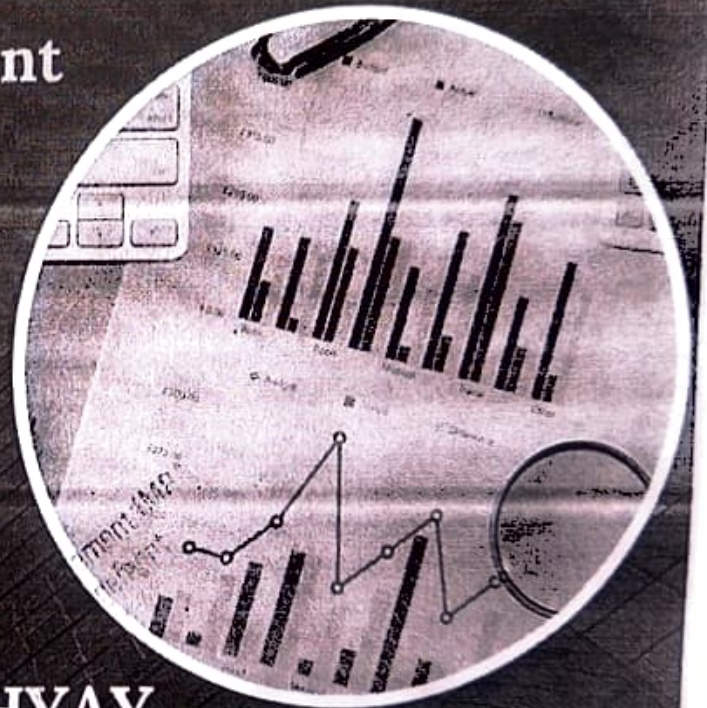
SALES FORCE MANAGEMENT

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 02 - MAR 15 2022

SALES FORCE MANAGEMENT

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

