Overview

This course provides students with knowledge on the sales profession, customer relationship management, and sales management functions. Students gain insights into the sales process, the relationship between sales and marketing, and the responsibilities of sales management within both business-to-consumer (B2C) and business-to-business (B2B) selling environments.

Competencies

- **Selling and Buying**
  The graduate explains the relationship of sellers and buyers within the sales management process to support an organization's business goals.

- **Organizational Buying**
  The graduate explains how organizational buying supports an organization's business goals.

- **Customer Relationship Management**
  The graduate explains how customer relationship management supports an organization's business goals.

- **Organizing a Sales Force**
  The graduate describes the formation of a sales force organization that supports an organization's business goals.

- **Organizational Relationships**
  The graduate describes the process of managing and motivating a sales force to support an organization's business goals.

- **Sales Planning Process**
  The graduate applies quantitative and qualitative analysis in the sales planning process to set and monitor financial goals.
Welcome to Sales Management! In this course, you will learn about sales management functions, focusing on the sales process, relationship between sales and marketing, and the responsibilities of sales management in business-to-consumer (B2C) and business-to-business (B2B) selling environments. You will have the opportunity to practice sales planning concepts through the use of spreadsheet functions. Readings, videos, and interactive learning checks and quizzes are presented in modules through the Acrobatiq learning platform. Unit tests are included for additional practice. The topics and pacing guide is available within the course introduction section to plan your progress. Reach out to your course instructors with any questions. Competency will be demonstrated by the successful completion of an objective assessment.

This course aligns with the content on the American Marketing Association's Professional Certified Marketer (PCM®) Sales Management certification exam.