### Course Description:
This course introduces the role of a sales manager and sales team within an organization. Students will examine the management process of recruiting, leading, and setting sales targets and quotas for a sales team. Students will explore sales analytics that measure the effectiveness of an organizational sales strategy. (3-hour lecture)

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<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will understand the vital role a sales manager plays within an organization by: | • Numbers / Data  
• Critical thinking  
• Information Literacy |
| 1. Exploring the sales managers’ responsibilities within an organization.  
2. Analyzing the process of recruiting, selecting, training, compensating, motivating, and managing a sales team.  
3. Identifying a sales target, team quotas, lead generation and cross-departmental collaboration.  
4. Examining overall sales performance for the organization. | |
| **Competency 2:** The student will gain an understanding of team selling and sales team management by: | • Numbers / Data  
• Critical thinking  
• Information Literacy |
| 1. Modeling sales teams’ best practices.  
2. Analyzing the size and diversity for assembling a sales team and the team member core competencies.  
3. Measuring between team sales volume and the cost effectiveness of sales conversion.  
4. Examining on the impact of sales teams and how to integrate within the organization’s hierarchy. | |
| **Competency 3:** The student will assess the strategies for account management by: | • Numbers / Data  
• Critical thinking  
• Information Literacy |
| 1. Exploring the post-sale process.  
2. Utilizing the concept of upselling and increasing the overall value proposition of the sales mix.  
4. Analyzing the customer lifetime value and churn rate. |
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<td>Competency 4: The student will analyze various sales analytics by:</td>
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| • Numbers / Data  
• Critical thinking  
• Information Literacy |
| 1. Analyzing a sales analytics dashboard.  
2. Identifying advanced sales metrics.  
3. Developing sales benchmark and calculating sales growth rates.  
4. Evaluating sales data, identifying bottlenecks, and formulate process improvement measures. |