**Class BCOM III (ASPSM) Sem-V**

**Subject : Management of Sales force**

**Date Topics**

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| July  18 to 31st 2018 | Importance of the Sales Force and Its Management |
| August 2018    Week I  Week II  Week III  Week IV | Functions of Sales Manager.  Recruitment  Selection  Training |
| September 2018  Week I  Week II  Week III  Week IV | Direction  Motivation  Compensation  Revision |
| October  2018  Week I  Week II  Week III & IV  November 2018  Week I | Appraisal of Performance  Sales Force Size  Organisation of the Sales Department : Geographic, Product-wise, Market-Based.  Revision of the syllabus and test |