

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Sales and Distribution Management

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Co-ordinating Institute - IIT - Kharagpur

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Introduction to Sales Management
- Lecture 2 - Sales Management, Personal Selling, and Salesmanship
- Lecture 3 - Functions of Sales Executive and Roles played by Sales Managers
- Lecture 4 - Duties and Responsibilities of Sales Managers and the Effective Sales Executive
- Lecture 5 - Skills required in Sales Managers and Qualities in a Sales Managers
- Lecture 6 - Determining Sales related Marketing Policies
- Lecture 7 - Determining Sales related Marketing Policies
- Lecture 8 - Strategic Planning, Sales Objectives, Strategies and Tactics
- Lecture 9 - The Sales Organization
- Lecture 10 - The Sales Organization
- Lecture 11 - The Sales Department Relations
- Lecture 12 - The Sales Department Relations
- Lecture 13 - Planning, Sales forecasting and Budgeting
- Lecture 14 - Planning, Sales forecasting and Budgeting
- Lecture 15 - Planning, Sales forecasting and Budgeting
- Lecture 16 - Buyer-Seller Dyads
- Lecture 17 - Diversity of Personal-Selling Situations
- Lecture 18 - Theories of Selling
- Lecture 19 - Theories of Selling
- Lecture 20 - The Selling Process
- Lecture 21 - The Selling Process
- Lecture 22 - Sales Force Management
- Lecture 23 - Sales Force Management
- Lecture 24 - Sales Force Management
- Lecture 25 - Sales Force Management
- Lecture 26 - Sales Force Management
- Lecture 27 - Sales Force Management
- Lecture 28 - Sales Force Management
- Lecture 29 - Sales Force Management

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- Lecture 30 - Sales Force Management
- Lecture 31 - Sales Force Management
- Lecture 32 - Sales Quotas
- Lecture 33 - Sales Quotas
- Lecture 34 - Sales Territory
- Lecture 35 - Sales Territory
- Lecture 36 - Distribution Channel Management
- Lecture 37 - Distribution Channel Management
- Lecture 38 - Channel Systems, Channel Management, Logistics and Marketing Channels - Part I
- Lecture 39 - Channel Systems, Channel Management, Logistics and Marketing Channels - Part II
- Lecture 40 - International Sales and Channel Management