

**NORTHWESTERN UNIVERSITY  
KELLOGG SCHOOL OF MANAGEMENT**

**Marketing 463 – Section 71  
Sales Force Management  
Wieboldt Hall – Chicago Campus  
Fall Quarter, 2009**

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**COURSE SYLLABUS**

SESSION	DATE	TOPIC	READINGS/ASSIGNMENT
1	9/21	Accelerating Sales Force Performance	Read Chapters 1 and 2: A Blueprint for Sales Force Excellence
2	9/28	Sales Force Productivity Assessment Sales Force Design	Case Analysis: Milford Industries (A, B, C) Read Chapter 3: Sales Strategies That Win with Customers Read Chapter 4: Sizing Your Sales Force for Long-Term Success Read: Match Your Sales Force Structure to Your Business Life Cycle
3	10/5	Sizing the Sales Force for Strategic Advantage (Sales Force Design packet)	Read Chapter 5: Structuring Your Sales Force for Efficiency and Effectiveness Read: Structure the Sales Force for Customer and Company Success Case Analysis: Hart Hospital Equipment Sizing and Structuring
4	10/12	Structuring the Sales Force for Strategic Advantage (Sales Force Design packet) <b>Geographic Deployment (Speaker)</b> <b>Kelly Tousi, Principal</b> <b>Matt Scheitlin, Consultant</b> <b>ZS Associates</b>	Case Analysis: Master Cement & Concrete, Inc. Read Chapter 6: Designing Sales Territories for Maximum Success Read: Sales Territory Alignment: An Overlooked Productivity Tool
5	10/19	Talent Management <ul style="list-style-type: none"> <li>• Recruiting and Retaining the Best Salespeople</li> <li>• <b>The Critical Role of the First-Line Sales Manager (Speaker)</b> <b>Chris Hartman, VP of Sales</b> <b>Boston Scientific Cardiac Rhythm Management</b></li> </ul>	Read Chapter 7: Sales Force Recruiting: Winning the War for Talent Read Chapter 8: Developing More Effective Training Programs Read Chapter 10: The Right Sales Manager: A Key to Sales Force Success
6	10/26	Talent Management <ul style="list-style-type: none"> <li>• Performance Management</li> <li>• Motivating the Sales Force</li> <li>• <b>Sales Force Culture (Speaker)</b> <b>Mike Walsman, Former SNC National Sales Director at Johnson &amp; Johnson</b></li> </ul>	Case Analysis: Ethitex Pharmaceuticals  Case Analysis: I.M.A.G.E. International  Read Chapter 9: How to Create a Winning Sales Force Culture  Read Chapter 14: Staying on Track Through Better Sales Force Performance Management
7	11/2	Compensating for Results	Case Analysis: Big City Times Read Chapter 12: How Sales Force Incentives Can Drive Results
8	11/9	Compensating for Results	
9	11/16	Goal and Objective Setting Sales and Marketing Interface	Case Analysis: Milford's Goal Setting Case Analysis: Delta Pharmaceuticals Read Chapter 13: Setting Fair and Realistic Goals to Motivate Your Sales Force Read Chapter 19: Achieving Better Sales and Marketing Alignment
10	11/30	Project Presentations	

### CASE DISCUSSION QUESTIONS

SESSION	CASE TITLE	DISCUSSION QUESTIONS
2	Milford Industries (A, B, C)	<ol style="list-style-type: none"> <li>1. What are the three most significant sales force issues, challenges or concerns facing the Capital District?</li> <li>2. How would you address these issues, challenges or concerns?</li> </ol>
3	Hart Hospital Equipment Sizing and Structuring	<ol style="list-style-type: none"> <li>1. Evaluate the current size and structure proposal.</li> <li>2. Suggest an alternative if the current proposal can be improved.</li> </ol>
4	Master Cement & Concrete, Inc.	Give this case a try.
5	Ethitex Pharmaceuticals	The Ethitex discussion questions are in the case.
6	I.M.A.G.E. International	What do you like about Bart Reynolds' motivation programs? What don't you like about them?
7	Big City Times	Give this case a try.
8		
9	Milford's Goal Setting  Delta Pharmaceuticals	Set quotas for Milford's Capital District.  <ol style="list-style-type: none"> <li>1. Is there a problem here? What are the root causes of the problem?</li> <li>2. How would you propose to fix the problems?</li> </ol>
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