

Course links

[Become a Sales Manager](#)

Learning Path Assessment

Company Report 2,500 words minimum

Produce a report to critically comment on the sales force management & channel Management of any one company. As far as possible the data should be collected via means of interview with the company officials and survey of dealers and distributors of the respective company.

The Project report should have commentaries on the following:

1. Sales management:

- a. Sales Organization
- b. Recruitment & Induction Process
- c. Territory allocation Process & Strategy
- d. Reporting structure and systems
- e. Compensation structure
- f. System of Evaluation
- g. Training & Development

2. Channel Management

- a. Channel environment
- b. Channel strategy
- c. Channel Design & structure
- d. Managing the channel members and conflict
- e. Appraisal and evaluation of channel members

In your Report please ensure to have the following sections:

1. Disclaimer
2. Introduction
3. Objective of the study
4. Methodology
5. Description of the Sales & Distribution System of the company
6. Analysis/critique
7. Recommendations
8. Limitations

Receive 5 ECTS credits in the following degrees:

- Bachelor in Business Administration (BBA)
- Master in Business Administration (MBA)

Cost CHF 99

Further questions

Contact [SSBR Marketing](#) for more info.

Assessment submission

Please send in word format to [SSBR Academics](#) mentioning LinkedIn Pathway in the title.