

# MKTG 3357 : Salesforce Management

Salesforce Management builds on the management principles introduced in Foundations of Professional Sales. It focuses on the principles and practices of managing a sales force. It reviews management theory and teaches students the models and methods for organizing and motivating salespersons. It includes compensation models, sales prediction, territory design, and other principles and models used to effectively manage salespeople.

**Credits** 3

**Course ID**

008992