

# SALES FORCE MANAGEMENT



## SUGGESTED MODULES:

- Sales Force Mgmt 1: Territories / Performance
- Sales Force Mgmt 2: Pipeline Analysis
- Margins 2: Channels
- Distribution Measures
- Customer Lifetime Value 1

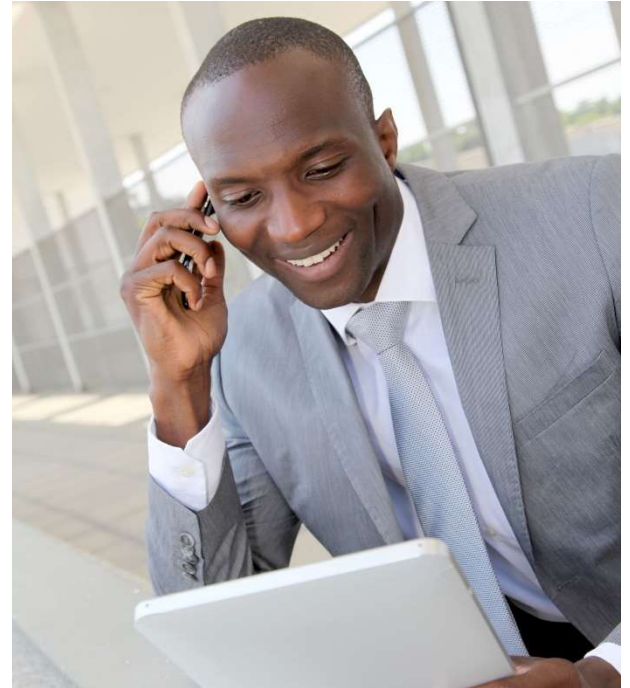
**Sales Force Management 1** introduces sales territories, coverage, workload, sales goals, performance metrics, and compensation systems.

**Sales Force Management 2** covers pipeline analysis, including the stages of lead, prospect, purchase, and post-purchase, CRM, sales forecasting techniques, sales force workload and sales force performance measures.

**Margins 2: Channels** teaches margins and how selling prices relate to margins, markups, and margins in the context of multi-level distribution channels.

**Distribution Measures** illustrates numeric distribution, all commodity volume (ACV), product category volume (PCV) and out-of-stocks.

**Customer Lifetime Value I** introduces the concept of CLV and provides a general framework for how to approach CLV valuation.



## PRICING PER STUDENT / SEMESTER

1-3 Modules:	\$9.95
4-6 Modules:	\$14.95
7-10 Modules:	\$19.95
All Marketing Modules:	\$24.95

## PRODUCT OVERVIEW

MBTN allows your students to review and apply business concepts at their own pace through easy-to-use, **on-line tutorials and problem sets**, authored by professors at leading business schools.

Our goal is to improve students' business skills through these interactive exercises. We look forward to working with you!