**Course Code :**

**Course Title : Digital Sales Funnel Management**

**Semester : II**

**Credit : 2**

**Duration : 20**

**Course Description:**

This course is designed to cover an ideal introduction to the theory and practice of **Digital Sales Funnel Management**. Each module progresses with building foundation and conceptual knowledge followed by application using cases and insightful classroom activities. In addition to cases, learning materials are in form of articles, simulations, role plays and other experiential activities too. At the end of this course, students will be able to understand and successfully develop sales plan and strategies. The course is designed to enhance the communication skills, analytic skills, ethical reasoning, use of information technology, working in a multicultural ambiance with reflective thinking capability

**Course Outcome:**

|  |  |  |  |
| --- | --- | --- | --- |
| **CO Code** | At the end of the course the student will be able to | **Cognition Level** | **Remarks** |
| 0206300324.1 | Investigate the factors leading to individual and collective success related to sales strategies | L3-Applying |  |
| 0206300324.2 | Relate competitive sales strategies which can help in articulating a compelling value proposition, and help them in running a business | L4-Analysing |  |
| 0206300324.3 | Create key elements of crafting and driving sales and understand the role of sales in strategic decision-making. | L6-Creating |  |

**Mapping COs with POs**

**Scale** 1- Low alignment, 2- Moderate alignment, 3 – High alignment, - – No alignment

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **COs / POs** | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO5** |
| 0206300324.1 | 3 | 3 | 2 | 2- | - |
| 0206300324.2 | 3 | 2 | 1 | 2- | -- |
| 0206300324.3 | - | 3 | 1 | 2 | 1 |
| 0206300324 | 3 | 2.66 | 2 | 2 | 1 |
| 0206300324 EQ | **3** | **3** | **2** | **2** | **1** |

**Session Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Session** | **Topic/Sub topic** | **Case study/Article** | **Topics Mapped with COs** | **Cognition Level** |
| **Session 1** | **Overview of the Sales Management Process** |  |  |  |
|  |  |
| **Session 2** | **Understanding Sales Funnel( Macro & Micro Funnel)**   1. Mid Funnel & Lower Funnel Sales Activities 2. Moving the consumer from top funnel to lower funnel through different sales promotion. |  |  |  |
| **Session 3** | **Six Phases to transforming into Digital Seller** |  |  |  |
| **Session 4** | **Buyer Persona Identification and Mapping** |  |  |  |
| **Session 5** | **Online Lead Generation**   1. Discuss different platforms of lead generation. |  |  |  |
| **Session 6,7** | **Introduction to Sales tools (InsideView, OneMob, Outreach, LinkedIn, and Sales Navigator)** |  |  |  |
| **Session 8** | **Digital Sales Channels** |  |  |  |
| **Session 9** | **Omni Channel Sales Management**  Cross Channel Sales Optimization |  |  |  |
| **Session 10** | **Test** |  |  |  |
| **Session 11** | **How to Influence the Online customer** |  |  |  |
| **Session 12** | **Digital Sales Strategy-**  **(Selling through Webinar,Affiliation,Video,Story telling etc)** |  |  |  |
| **Session 13** | **Managing and retaining the online Customers** |  |  |  |
| **Session 14** | **Sales Promotion Tools** |  |  |  |
| **Session 15** | **Activity** |  |  |  |
| **Session 16** | **Evaluation** |  |  |  |

**PEDAGOGY :**

The course objectives will be achieved by means of lectures, individual and group assignments, case discussion and presentations, group projects, marketing quiz, book reviews, press news discussion, articles on marketing in HBR (Harvard Business Review). For each session the topic to be covered will be announced in advance it is essential that students to should come prepared for the class to discuss the material due for that session. The students will be notified for the dates of submission and presentation of assignments cases, and projects etc.

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| **Evaluation** | **Marks** |
| **Internal** | 40% |
| **External** | 60% |
| Total | 100% |

**(Internal Assessment will be based on the following Parameters.**

|  |  |
| --- | --- |
| **Sr No** | **Activity** |
| **1** | **Group Project** |
| **2** | **Multiple Choice Question/ Objective Test** |
| **3** | **Final Presentation** |
| **4** | **Assignements/ News / Article Analysis** |
| **5** | **Case Presentation** |
| **6** | **Role Play** |

***PRESCRIBED TEXT BOOK :(PTBR)***

Digital Sales Transformation in a Customer First World - Donald Daly,Oke Tree Press, 2017

***OTHER REFERENCE BOOKS :***

1. The Ultimate Sales Funnel - [Jason Britt](https://www.amazon.com/Jason-Britt/e/B00JKS0H6K/ref=dp_byline_cont_ebooks_1)
2. Sales Funnel Management for Small Business Owners in 2019 : Mark Warner
3. Sales Funnel Made Simple - Nick Tsi

4 Sales & Distribution Management -Tapan Panda & Sunil Sahdev Oxford, 2009