

SALES FORCE MANAGEMENT



MBTN
ACADEMY

SUGGESTED MODULES:

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

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.

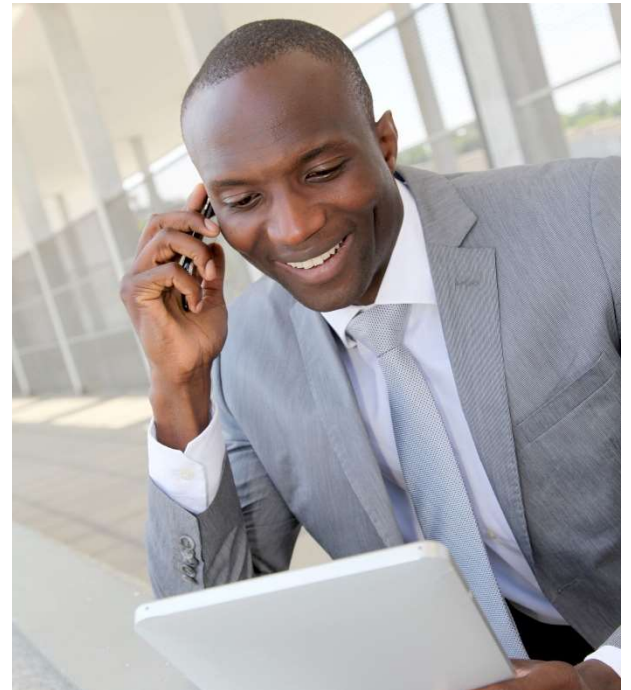
Customer Acquisition Cost defines customer acquisition cost (CAC), the ratio of CAC to CLV, and the use of CAC / CLV ratios for enterprise, channel, and marketing plan analysis.

RFM Analysis covers the concept of Recency, Frequency, and Monetary Value in marketing, how to categorize or segment customers using RFM analysis, and how different promotional activities may be appropriate for each designated segment.

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

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.



PRICING PER STUDENT / SEMESTER

1-3 Modules:	\$9.95
4-6 Modules:	\$14.95
7-10 Modules:	\$19.95
All Marketing Modules:	\$29.95
All Modules:	\$39.95

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!