

# SALES FORCE MANAGEMENT



**MBTN**  
ACADEMY

## SUGGESTED MODULES:

- Sales Force Mgmt 1: Territories / Performance
- Sales Force Mgmt 2: Pipeline Analysis
- RFM 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.

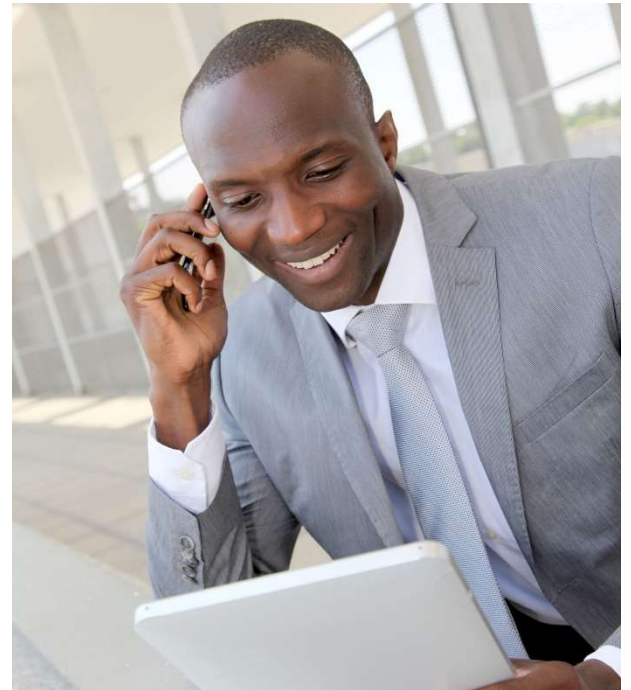
**Sales Force Management 2** covers pipeline analysis, including the stages of lead, prospect, purchase, and post-purchase, CRM, sales forecasting techniques, sales force workload and sales force performance measures.

**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.

**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:	\$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!