

M10 – Strategic Sales Management

Assignment Guidelines:

In this task, students are challenged to critically evaluate the strategic impact of sales management on business growth, gaining advantage in the market and building lifetime value of customers. Students are expected to review sales strategy formulation, sales planning, customer relationship management, sales forecasting, sales force management, digital sales transformation, key account management, sales performance measurement, and ethical sales practice.

Students should be able to apply the strategic sales management concepts and tools into real business situations and assess how an organisation can formulate an effective sales strategy to enhance its revenue generation, customer relationships, and market performance.

Submission Format:

- Detailed strategic sales management project report
- Font: Times New Roman, Size: 12
- Spacing: Double
- Word Count: 4000–5000 words
- Submission Deadline: 4th September, 2026

Assessment Criteria:

- Understanding of strategic sales management theories and concepts (20%)
- Application of sales management frameworks, tools, and techniques (20%)
- Critical analysis of strategic sales challenges and decision-making (20%)
- Use of real-world business examples and practical relevance (20%)
- Academic structure, referencing, and APA formatting (20%)

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Literature Review
- Strategic Analysis / Methodology
- Findings and Analysis
- Discussion
- Recommendations
- Conclusion
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Strategic Sales Planning and Competitive Advantage

Prepare a strategic report analysing how organisations develop and implement effective sales strategies to achieve competitive advantage.

Your paper should:

- Describe the role of strategic sales management in the achievement of organisational goals.
- Examine the relationship amongst sales strategy, marketing strategy, value creation for customers and business growth.
- Consider the sales planning process: market analysis, sales targets, territory plans, resources.
- Assess the methods of sales forecasting and their contribution to strategic decision making.
- Study how organisations exploit sales strategies under competitive pressures and evolving customer expectations.
- Give examples of real organizations that were successful with strategic sales approaches.

Option 2: Sales Force Management, Leadership, and Performance Optimisation

Develop a strategic analysis of how organisations manage and optimise sales teams to improve business performance.

Your paper should:

- Describe the function of CRM systems in strategic sales management.
- Examine the impact on sales decision-making of digital platforms, artificial intelligence, big data, and automation.
- Debate customer relationship strategies, customer retention and lifetime customer value.
- Assess the impact of data-driven sales forecasting and predictive analytics on sales performance.
- Investigate issues surrounding the transfer to digital sales – data privacy; technology assimilation; consumer trust.
- Propose how companies may develop sustainable, technology-enabled sales capabilities.

Option 3: Digital Transformation, Customer Relationship Management, and the Future of Sales

Analyse how digital technologies and customer-focused strategies are transforming modern sales management.

Your paper should:

- Describe the function of Customer Relationship Management (CRM) systems in strategic sales management.
- Discuss the impact on sales decision-making of digital platforms, artificial intelligence, data analytics and automation.
- Relate to Customer Relationship Management Strategies and Customer Retention as well as the concept of Lifetime Customer Value.
- Assess the impact of informed sales forecasts and predictive analytics on sales performance.

- Investigate issues arising from the digital sales transformation, such as data privacy, technology acceptance, and customer confidence.
- Suggest how companies might develop enduring, technology-based sales competence.