

Principles of Sales Management (EM165M21)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Principles of Sales Management : 3 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Sales and Marketing
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	40

Coordinator

Christine MORLET

Lecturers

Instructor	Population	Email
Christine MORLET		christine.morlet@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

Marketing and Sales Management Skills course is a comprehensive course aimed at all those involved in the process of selling. This course focuses on the psychology behind trading, the importance of effective communication in successful selling, the generation of loyal, returning customers, traditional and modern selling techniques, sales pitch structure and delivery, overcoming objections, the art of persuasion and the significance of ethical selling. Apart from specific exercises covering each section of the course, bite size activities have also been included to encourage optimal learning.

“A sale is not something you pursue, it is something that happens to you while you are immersed in serving your customer.”

Since the industrial revolution, the world has gone through a major development frenzy leading to the production of the vast number of products and services that we enjoy today. As the number of products, ideas and concepts have increased, so is the need to inform and convince others of their benefits and applications to personal and professional lives. Sales skills therefore have become a vital part of any successful business and organization. The sophisticated sales industry active today has introduced new selling philosophies and pioneered modern techniques and sales methodologies.

Educational organisation

In class

Lectures

Presentations

Tutorials

In groups

Exercises

Oral presentations

Interaction

Games (educational, role play, simulation)

Educational games

Discussions / debates

Assignments

Individual projects (online assignments, video,)

Specific projects / case studies

Text study

Learning outcomes

Upon completion of this course, students should be able to :

- **Define** modern approaches of selling
- **Demonstrate** what is the relationship between sales and marketing
- **Categorize** how to overcome objections
- **Distinguish** How to do your own sales pitch
- **Formuler** a convincing presentation
- **Choose** read the body language of a customer and use your own body language to emphasize key points

Outline

In this highly practical course you will learn:

Why People Buy?

- What are sales myths?
- What attitudes work best to make the most conversations?
- What is the relationship between sales and marketing?
- What makes people accept a salesperson's offer?

What framework should you follow when selling?

- What are the historical approaches to selling?
- What steps should you follow explicitly to get results?
- How to close a deal with ease?

What strategies should you follow?

- How to overcome objections?
- How to produce a convincing presentation?
- How to prepare for a sales activity and what should you pay attention to before attending a sales meeting to increase your chances of success?
- How to be an ethical salesperson?
- What are the historical sales strategies and how have they progressed through time?

What is the best way to structure your sales pitch?

- What formula works best?
- How to create a loyal customer by delivering a pitch directly targeted at them?
- How to respond to a customer's needs?

How to use modern approaches of selling?

- What are the best strategies to use in business-to-business sales activities?
- How to establish rapport and gain the trust of the customer?
- What are the differences between modern and traditional sales techniques and how can you take advantage of these new trends?
- How does a successful salesperson cope with changes in modern trading?

How to present yourself optimally using psychology?

- How does first impression work and how to take advantage of it?
- How to read the body language of a customer and use your own body language to emphasize key points?
- How to improve your listening skills?
- How to appear more confident?

Prerequisites

Key concepts to understand :

Marketing and sales management basic skills

Teaching material

Recommended reading

Major works :

Sales Management: Building Customer Relationships and Partnerships by Joe F. Hair, Rolph E. Anderson, Rajiv Mehta and Barry J. Babin

Further reading :

Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal by Oren Klaff
80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More by Perry Marshall and Richard Koch (Aug 13, 2013)

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 :

oral / in group / english / weighting : 50%

This evaluation serves to measure LO2.1, LO2.2, LO2.3, LO4.2

Final assessment : last session

written / individual / english / weighting : 50%

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO4.2

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.