

BtoB Sales management (EM165M5A)

Program	PGE
Module / ECTS / Path / Specialisation	Module :BtoB Sales management : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Sales and Marketing
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	25

Coordinator

Hervé ENGASSER

Lecturers

Instructor	Population	Email
Hervé ENGASSER	Population	hengasser@unistra.fr

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

In this course you will discover the ways large companies do business: how to sell services and products to another company. It is the B2B challenge to convince your prospect to buy your services rather your competitor's services.

You will see the details of a sales process and play the seller and the buyer in various contexts.

You will also see how to manage a team of sellers, how to motivate them, how defining goals for each member of your team is key!

You will discover recent methods of management based on happiness and strengths of each team member.

You will also work on the specific aspect of "customer experience" who should be addressed by each company to improve the satisfaction and loyalty of it's customers...

You will work individually during role plays, in front of the class.

You will also work in group to prepare and do a presentation in front of the class.

Educational organisation

In class

Lectures

Tutorials

In groups

Oral presentations

Interaction

Role play

Assignments

Specific projects / case studies

Learning outcomes

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

- **Identify** behaviour of interlocutors
- **Distinguish** steps of the sales process
- **Recognize** the type profile of the interlocutor
- **Choose** appropriate technics for each sales situation
- **Analyze** sales situation and adapt your sales strategy
- **Select** best way to argue in B2B sales
- **Design** Key indicators to develop sales and guarantee customer satisfaction
- **Formulate** the best possible objectives for a sales team

Outline

Lesson 1 & 2

Introduce myself.

Why focusing on Business to business sales?

Examine the main 6 steps and characteristics of B2B sales cycle: from detecting a need to closing the deal with a new customer.

Practice by simulating business situations.

Introduce a simple social style model to better understand the way specific profiles act in sales.

Practice by simulating business situations with specific social style contexts.

Lesson 3

Explore public sector business laws.

Review examples of deals (in waste management) in a French city.

Acquire specific vocabulary.

Describe group work objectives and deliverables for next lesson.

Lesson 4

Part 1: Presentation of the group work by each student group.

Part 2: Learn how to manage a sales team: from marketing plan to closing the sales.

Compare and contrast methods for defining goals, motivating teams, clarifying accurate indicators, managing these indicators.

Practice by simulating business team management situations.

Lesson 5

Differentiate customer experiences. Construct accurate satisfaction indicators..

Analyse procedures for guaranteeing customer satisfaction.

New management method based on strengths & appreciative enquiry technique.

Prerequisites

Key concepts to understand :

Basic Marketing and sales concepts.

Knowledge of :

Interest in interpersonnal skills and sales!

Teaching material

Documents in all formats

- Syllabus
- Worksheets

Additional electronic platforms

- Slideshows

Recommended reading

Major works :

BUCKINGHAM, M. and COFFMAN, C., 2001. First, Break all the Rules.
London: Simon & Schuster UK Limited.

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 :

oral / individual / English / weighting : 50%

additional information : role playing

Intermediate evaluation / continuous assessment 2 :

oral / in group / English / weighting : 50%

additional information : group presentation (4 per group)

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.