

# BtoB Sales management (EM165M5A)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	<b>Module :BtoB Sales management : 5 ECTS.</b> <ul style="list-style-type: none"><li>• Visitants</li></ul>
Discipline	Sales and Marketing
Year	2020
Semester	B
Open for visitors	yes (5 ECTS)
Available spots	25

## Coordinator

Hervé ENGASSER

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## Lecturers

Instructor	Population	Email
Hervé ENGASSER	Population	hengasser@unistra.fr

## Course format

Working language :	English
Volume of contact hours :	10 h
Workload to be expected by the student :	40 h

## Course track

Track : Attendance

### Attendance track :

Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

### Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

## Contribution of the course to the educational objectives of the program

**How the course contributes to the program :**

### 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

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In class

**Lectures**

**Tutorials**

In groups

**Oral presentations**

Interaction

**Role play**

Assignments

**Specific projects / case studies**

## Learning outcomes

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**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

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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

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**Key concepts to understand :**

Basic Marketing and sales concepts.

**Knowledge of :**

Interest in interpersonal skills and sales!

## Teaching material

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**Documents in all formats**

- Syllabus
- Worksheets

**Additional electronic platforms**

- Slideshows

## Recommended reading

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**Major works :**

BUCKINGHAM, M. and COFFMAN, C., 2001. First, Break all the Rules.

**Further reading :**

**Research works by EM Strasbourg :**

## Assessment

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**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

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Behaviors such as

**arriving late, leaving early, or exiting the classroom at inopportune moments during class**

**ostentatiously eating or drinking in class**

**using smartphones or laptops for non-class-related purposes**

**reading texts unrelated to the course**

**discussing topics unrelated to the course**

**disrespecting the lecturer**

may lead to expulsion from the class/course.