

# Value-Based Selling (EM1F5M94)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	<b>Module :EUCOR : 15 ECTS.</b> <ul style="list-style-type: none"><li>● PGE 3A - International and European Business (IEB)</li></ul>
Discipline	Marketing
Year	2020
Semester	B
Open for visitors	no
Available spots	30

## Coordinator

Eric CASENAVE

## Lecturers

Instructor	Population	Email
Eric CASENAVE		casenave@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 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

Students will have to present a value proposition for a new product. To do so, they will have to use a consultative selling approach.  
20 hours: lectures on sales management and value-based selling (KIT + EM) + coaching.

7 hours (EM Strasbourg)

This session aims to complement the elements seen during the 20h with KIT students. Students will benefit from a sales training that will enable them to better understand customer's needs and to develop a presentation strategy.

## Educational organisation

In class

### Lectures

In groups

### Projects

### Case studies/texts

### Oral presentations

**Discussions / debates**

## Learning outcomes

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

- **Elaborate** a sales interview plan
- **Discuss** the importance of selling capabilities
- **Acquire** sales interview skills
- **Experiment** sales interview

## Outline

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20 hours (KIT + EM Strasbourg with KIT students)  
The selling environment  
Value-based selling

7 hours (EM Strasbourg)  
1/ The sales environment  
Selling process, consultative selling  
2/ Understand and anticipate customer's expectations  
Preparation, how to think like a buyer, questioning technics.  
3/ How to communicate value proposition  
Market one product  
Handle objections  
Conclusions

## Prerequisites

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**Key concepts to understand :**

**Knowledge of :**

Basics of marketing and sales management

## Teaching material

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**Documents in all formats**

- Case studies

## Recommended reading

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**Major works :**

SPIN selling (Neil Rackham)  
Selling today - Partnering to create value (13th edition)

**Further reading :**

Value first then price - Quantifying value in B-to-B markets from the perspective of both buyers and sellers (Hinterhuber and Snelgrove)

**Research works by EM Strasbourg :**

## Assessment

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**Intermediate evaluation / continuous assessment 1 : Between KIT and EM sessions**

oral (15 min) / in group / English / weighting : 20%

**This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1**

**Final assessment : last session**

written + oral (30 min) / in group / English / weighting : 80%

**This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3**

## 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.