

# International Wine Business Sales and Negotiation (EM1S5M26)

Program	PGE
Module / ECTS / Path / Specialisation	<b>Module :Wine Marketing and sales : 17 ECTS.</b> ● International Wine management and tourism
Discipline	Sales and Marketing
Year	2019
Semester	A
Open for visitors	yes (3 ECTS)
Available places	35

## Coordinator

## Lecturers

Instructor	Population	Email
N1 N1	Population	

## Course format

Working language :	English
Volume of contact hours :	24 h
Workload to be expected by the student :	72 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

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How the course contributes to the programme :

## Description

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This 24 hours course help participants to understand how to define a global competitive Strategy of the Wine Business environment. It is dedicated to give participants awareness and understanding how to capture the unique customer Value and build up a superior customer relationship that applied to the wine sector. The objective is for participants to have the opportunity to develop their skills and acquire knowledge about the highly competitive and wine business environment and how to deliver value and sales force of excellence within an intercultural environment. The course will incorporate readings. In addition, participants will be encouraged to actively participate in the course through class discussions and group presentations.

## Educational organisation

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In class

**Lectures**

**Seminars**

**Presentations**

In groups

**Case studies/texts**

**Oral presentations**

Interaction

**Role play**

**Discussions / debates**

Assignments

**Individual projects (online assignments, video,)**

**Specific projects / case studies**

## Learning outcomes

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

- **Identify** the unique customer value and key components of the marketing applied to wine business environment;
- **Explain** purchasing decision and buying behavior by maximizing buyer value in global cultural environment;
- **Show** awareness how to capture this unique value and rethink selling process and dedicated Sales force organization in the wine industry in general and in the French Wine Industry in particular;
- **Demonstrate** ideas effectively, both orally and in writing in a business context
- **Operate** decision-making process in a critical way;

## Outline

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Session 1- Course Introduction + Capturing a global wine competitive Strategy  
1. Marketing: Creating and Capturing Customer Value (luxé comparison)

2. Analyzing the Market Environment and Managing Information to Gain Customer Insights ( Wine exemple)
3. Company strategy and Marketing Strategy: Partnering to Build superior Customer Relationships
4. Wine Products, Services and Brands: Building Customer Value - Connecting Product concept, selling concept and marketing insight focused on country of origin
5. Consumer Markets and Consumer Buyer Behaviour to Business Markets and Business Buyer Behaviour

Session 2 - Delivering value & sales force of Excellence

6. Rethinking Selling process and channel to capture value
7. Retailing and Wholesaling: Delivering Customer Value
8. Designing and organizing dedicated Sales force
9. Redefine Selling to Create Customer Value

RETHINKING THE SALES FORCE

Session 3 - Designing Sales training session for Excellence

10. Setting sales Objective
11. Preparation principles of sale visit – discovery & consulting
12. Art of selling – argument and commitment
13. Wine Specific Tools (accord mets/vins, Parker,)

Session 4 - Managing global Wine business negotiation

14. Understanding purchasing decision and buying behaviour and maximising buyer value in global cultural environment
15. Initiating Negotiation session

Session 5 - Building long term international business

16. Globalisation and marketplace evolution
17. Challenge for new products and markets : focus on China / USA potential

Session 6 - Case study with Sopexa group on China Market

## Prerequisites

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**Key concepts to understand :**

**Knowledge of :**

NA

## Teaching material

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**Documents in all formats**

- Syllabus
- Transparencies in paper format
- Case studies

## Recommended reading

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**Major works :**

- Kotler P. (2012) "Principles of marketing", Pearson-14th ed., p.188-215, p.288-485 Churchill, Ford, Walker (1993) "Sales Force management", Irwin inc, 4th ed.
- Rackham N., De Vincentis J. (1999) "Rethinking Sales force", McGraw Hill
- Ferraro P. (2002) "the cultural dimension of international business," Pearson, negotiating across culture p. 125-141
- Karel O. Cool, James E. Henderson (2010) "Experience and Learning in Wine Supply Chain Negotiations", Supply Chain Forum - International Journal
- Kapferer Jean-Noël, Bastien V., Kogan Page (2012 ), "The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands"

**Further reading :**

- <http://www.vitisphere.com/news-wine-english.html>
- <http://www.winebusinessnews.fr/>
- <http://www.winebusiness.com/news/>
- [http://www.wine-business-international.com/129---en-top\\_navi-home.html](http://www.wine-business-international.com/129---en-top_navi-home.html)
- <http://www.winebiz.com.au/dwn/>
- <http://wbmonline.com.au/news/>
- <http://www.northbaybusinessjournal.com/category/wine-industry/>
- <http://www.decanter.com/news/wine-news>
- <http://www.thedrinksbusiness.com/tag/wine/>
- <http://www.wine-searcher.com/dept/wine+news>

**Research works by EM Strasbourg :**

NA

## Assessment

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**Intermediate evaluation / continuous assessment 1 : 22d November**

oral (20 min) / in group / English / weighting : 50%

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

**Intermediate evaluation / continuous assessment 2 : session n° On going**

oral / individual / English / weighting : 50%

additional information : Individual evaluation - Readings and oral presentation - on going participatio

**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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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.