SALES MANAGEMENT

General overview of the module
Sales is a key issue no matter which business model or activity is involved. At the end of the day, we are selling and buying all the time, but often we are not aware what is the logic, if any, behind sales and business generation.

In this module, we will review how consumers and customers buy, the main sales management principles, the consultative sales approach, how we can run sales teams in an efficient way, how sales channels can be organized at different levels and which are the main marketing and sales strategies.

Key Information
- Module Code: 13586
- Module Title: Sales Management
- Credit Points: 4 ECTS
- Module Status: Compulsory
- Module Block: Business and management
- Course Title: BSc in Engineering and Management
- Module Theme: Marketing

Required Reading:
- Sales Management: Simplified. Mike Weinberg
- Predictably Irrational. Dan Ariely.
- To sell is human. Daniel H. Pink.
- Vender es mucho más.. Cosimo Chiesa de Negri.
- Dirigir vendedores es mucho más.. Cosimo Chiesa de Negri.
- Consultative Selling. Mack Hannah.
- The Brand gap. Marty Neumeler.

Faculty
Lecturer
Pablo Vergel

Tutorial hours
Wednesday 13.00 – 15.00

Recommended prior knowledge

<table>
<thead>
<tr>
<th>Code</th>
<th>Module</th>
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<tbody>
<tr>
<td>13532</td>
<td>Marketing</td>
</tr>
<tr>
<td>13585</td>
<td>Customer needs</td>
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</table>
Module objectives

Learning outcomes

BASIC AND GENERAL COMPETENCIES.
CB2 – The students can apply their knowledge to their work or vocation in a professional manner and have competencies typically demonstrated through the production and defense of arguments, and the solving of problems within their area of study.
CB3 – Students have the ability to gather and interpret relevant data (normally within their field of study) to issue judgments that include reflection on relevant social, scientific and ethical issues.
CB4 – The students can transmit information, ideas, problems and solutions to an audience, whether specialized or general.
O1 – The ability to work on teams in multilingual, multidisciplinary and multicultural environments.
O4 – Learning to analyze the different elements that converge in the making of business decisions.
O6 – The ability to make decisions in different environments, whether stable or uncertain.

SPECIFIC COMPETENCES
02 – Interpret the impact of economic variables on business activity.
03 – Plan the implementation of business strategies.
04 – Understand the rationale and functioning of companies, as well as their systemic character and the processes and implications related to their development and growth.
05 – Design strategies for managing innovation by applying the appropriate techniques, models and tools.
08 – Know how to manage projects, being clear on the company’s organizational structure and functions.
09 – Define companies’ potential to meet the needs of their customers.
10 – Increase the competitiveness of organizations, production systems, services and processes, applying quality-centered principles and methods.
12 – Manage the information of a company using the appropriate technology and systems.

Teaching and learning units

1. Sales and business.
   11. General introduction
   12. Turnover, the bloodline of a company
   13. Margin and volume: Turnover inside and out
   14. Supply and demand vs sales strategies

2. Sales and channel
   21. Long, middle and short sales channel
   22. Channel strategies
   24. Market penetration, growth and stability/decline
   25. National and international sales plans
   26. International sales and marketing

3. The principles of consultative selling
   31. When does consultative selling makes sense?
   32. Old School vs New School
   33. From sales to solutions
   34. Customer-centric and consumer today
   35. How buyers buy: an insider look at Kraljic strategies
   36. Understanding costumer and consumers
   37. Brand value, communication and perception

4. Managing sales and sales force
   41. Managing agents and sales people
   42. Team building and communication
   43. Sales, force as internal costumers
   44. Economic schemes: rewards and bonus
   45. Motivation and its pitfalls
   46. Zen team
   47. Information, communication and training of sales teams

Teaching and learning methods

<table>
<thead>
<tr>
<th>Teaching Unit</th>
<th>Classroom theory</th>
<th>Classroom practice</th>
<th>Laboratory practice</th>
<th>Field practice</th>
<th>Computer practice</th>
<th>Autonomous student work</th>
<th>TOTAL HOURS</th>
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<tbody>
<tr>
<td>1</td>
<td>4</td>
<td>3</td>
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<td>TOTAL HOURS</td>
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<td>70</td>
<td>110</td>
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Assessment

<table>
<thead>
<tr>
<th>Overview</th>
<th>N° of activities</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td><strong>1. Continuous Assessment</strong></td>
<td>Up to 4</td>
<td>40%</td>
</tr>
<tr>
<td>Academic Assignments</td>
<td></td>
<td>40%</td>
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<tr>
<td><strong>2. Summative Assessment</strong></td>
<td>Up to 1</td>
<td>60%</td>
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<tr>
<td>Open-Answer Questions</td>
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<td>60%</td>
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Student evaluation will consist of both continuous and summative assessments:

1. **Continuous assessment:** The submission of practical work either carried out individually or in groups and participation in the different activities both inside the classroom, such as the analysis, summation and discussion of required readings, and outside including company visits, will account for this mark. This part of the assessment carries a weighting of 40% towards the final mark.

2. **Summative assessment:** These tests can combine both theoretical and practical content. This part of the assessment carries a weighting of 60% towards the final mark.

Continuous assessment is attendance based and non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first summative assessment and any subsequent repeat if required. The repeat will only be available at the end of the semester.

In order to pass the module an average of more than 5 in summative tests must be obtained. The final mark will be calculated by the average weightings of the summative assessment in combination with the continuous assessment. The final mark achieved must be 5 or above to pass the module.

Attendance is compulsory to ensure that you extract the most value from the module and meet the learning requirements. Therefore, session absence accounting for more than 15% of the prescribed hours will result in the inability to be awarded a mark for continuous assessment. Consequently, the maximum mark that can be achieved will be that obtained solely from the summative assessments.

Students enrolling in the module for the second time will receive specific instructions from their lecturer on what is required for them to pass the continuous assessment element. The final mark will be obtained by combining the summative assessment (80%) and the continuous assessment (20%), having to gain a final mark equal to or greater than 5 to pass the module.

All students must comply with the rules of writing, spelling and grammar in the development of their work and their assessment tests.