1. Key Information

**Module Code:** 13586  
**Module Title:** SALES MANAGEMENT / DIRECCIÓN DE VENTAS

**Credit Points:** 4 ECTS  
**Module Status:** Compulsory

**Course Title:** BSc in Engineering and Management  
**Module Block:** Business and management  
**Module Theme:** Marketing

2. Lecturer: Alejandro T. Benet  
**Tutorial Hours:** Friday 13:00 – 15.00, to be confirmed by email

3. Required Reading:

   - *Sales management: Analysis and decision making*  
   - *Organización de Equipos de Ventas*

   Ingram, T. N., LaForge, R. W., Schwepker, C. H., & Williams, M. R.  
   Benet-Zepf Alejandro

4. 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.

5. Recommended prior knowledge

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

6. Module objectives – Learning outcomes

**Basic and general competences**

CB2 – To apply theoretical knowledge to professional practice, making decisions based on rational arguments.

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 – To transmit information, ideas, problems, and solutions to both a specialized and non-specialized audience.

01- To be able to work in group, in multilingual and multicultural environments.

04 – To learn how to analyze elements that are crucial in the business decision-making.

06 – The ability to make decisions in different environments, whether stable or uncertain.

**Specific competences**

02 – To interpret the impact of the economic variables on the business activity.

03 – Plan the implementation of business strategies.

04 – To understand the functioning of the companies, as well as the process needed to their development and growth.

05 – To design strategies for managing innovation by applying the appropriate techniques, models and tools.

08 – To know how to manage projects, being clear on the company’s organizational structure and functions.

09 – To define companies’ potential to meet the needs of their customers.

10 – To increase the competitiveness of organizations, production systems, services and processes, applying quality-centered principles and methods.

12 – To manage the information of a company using the appropriate technology and systems.

7. Teaching and learning units

1. Introduction to Sales Management
   1.1. The sales management context
   1.2. Sales management trends
   1.3. Effective sales managers

2. Selling Strategy and Salesforce Deployment
   2.1. Organizational strategy levels
   2.2. Salesforce deployment based on value

3. Sales Organization and Leadership
   3.1. Sales organization: concepts and structures
   3.2. Sales leadership, management and supervision
3.3. Sales meetings and communication aspects

4. Human Resources Management of the Sales Team
   4.1. Recruitment and selection
   4.2. Sales training
   4.3. Retribution system

5. Sales Plan and Goal Setting
   5.1. Importance and types of forecasts
   5.2. Management based on objectives
   5.3. Salespeople goal setting.

6. Sales Team Control
   6.1. Sales control systems: behavior, outcome and capability
   6.2. Salespeople reports
   6.3. Customer satisfaction

7. The Salesforce in the New Technological Environment
   7.1. Information Systems Architecture
   7.2. Sales and Marketing Information Systems

8. Teaching and learning methods

<table>
<thead>
<tr>
<th>Unit</th>
<th>Theory (Classroom)</th>
<th>Practical (Classroom)</th>
<th>Practical (Laboratory)</th>
<th>Practical (Classroom)</th>
<th>Practical (ICT)</th>
<th>Self-guided study</th>
<th>TOTAL HOURS</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>3</td>
<td>2</td>
<td></td>
<td>10</td>
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<td>2</td>
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<td>10</td>
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<td>15</td>
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<tr>
<td>TOTAL HOURS</td>
<td>22</td>
<td>18</td>
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<td>70</td>
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<td>110</td>
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9. Assessment

Students enrolling for the first time:

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Acts No</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continuous assessment:</td>
<td>The submission of practical work carried out individually and in groups.</td>
<td>Up to 2</td>
<td>20</td>
</tr>
<tr>
<td>Academic assignment</td>
<td>The class participation.</td>
<td>Up to 2</td>
<td>20</td>
</tr>
</tbody>
</table>

Synthesis tests: 60

| Open response test | Mid-term exam: Students will be examined on the content covered within the first part of the module (Units 1 to 4). Combines both theoretical and practical contents. | 1       | 30         |
| Open response test | Final exam: Students will be examined on the content covered within the second part of the module (Units 5 to 7). Combines both theoretical and practical contents. | 1       | 30         |

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

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 Synthesis tests.

Continuous assessment is attendance based and non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first and second call. The synthesis test could be repeated at the end of the semester.
In order to pass the module, the mark of both synthesis tests must be equal to or greater than 5. A mark below 5 in the midterm test implies that the student must be examined of all units in the final exam. In both scenarios, the mark of the final exam must be equal to or greater than 5. If this is met, the final mark will be calculated by weighting the synthesis tests with the continuous assessment, having to achieve a final grade equal to or greater than 5 to pass the module. If it is not met, the final grade will be the mark of the synthesis tests.

**Students enrolling for the second time:**

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Acts No</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continuous assessment:</td>
<td></td>
<td></td>
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<tr>
<td>Academic assignment</td>
<td>The submission of practical work carried out individually.</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>Synthesis tests:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open response test</td>
<td>Mid-term exam: Students will be examined on the content covered within the first part of the module (Units 1 to 4). Combines both theoretical and practical contents.</td>
<td>1</td>
<td>40</td>
</tr>
<tr>
<td>Open response test</td>
<td>Final exam: Students will be examined on the content covered within the second part of the module (Units 5 to 7). Combines both theoretical and practical contents.</td>
<td>1</td>
<td>40</td>
</tr>
</tbody>
</table>

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

It is not compulsory to attend sessions. However, it is recommended so that the student can extract the most value from the module and effectively meet the learning requirements.

Continuous assessment is non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first and second call. The synthesis test could be repeated at the end of the semester.

In order to pass the module, the mark of both synthesis tests must be equal to or greater than 5. A mark below 5 in the midterm test implies that the student must be examined of all units in the final exam. In both scenarios, the mark of the final exam must be equal to or greater than 5. If this is met, the final mark will be calculated by weighting the synthesis tests with the continuous assessment, having to achieve a final grade equal to or greater than 5 to pass the module. If it is not met, the final grade will be the mark of the synthesis tests.