

Academic Year: ( 2023 / 2024 )

Review date: 17-05-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Electives ECTS Credits : 6.0

Year : Semester :

## OBJECTIVES

### 1.- Knowledge

Concepts to fulfill the responsibility of sales management.  
Financial and accounting tools to manage the commercial strategy.  
Digital tools of commercial management.  
Basic fundamentals of presentations and business negotiation.  
Theories of team management and leadership techniques.

### 2. Specific skills:

Understanding of an operating account and balance sheets and analyze a pricing and margin strategy.  
Ability to use digital tools to measure marketing mix as well as customer tracking (CRM), supply chain, etc.  
Negotiation skills with ethics and value.  
Leading and managing with motivation, initiative, support to the team

### 3. Skills:

Problem solving and decision making.  
Interpersonal skills: Listen, argue, guide, lead and negotiate.

### 4. Attitudes

Acquiring an ethical behavior in management  
Ability to defend their points of view.  
Adopt a positive attitude to solve unfavorable marketing situations.

## DESCRIPTION OF CONTENTS: PROGRAMME

Topic 1 - Today's client  
Topic 2- Contemporary Sale  
Topic 3 - CRM, Sales Technology and Sales Analysis  
Topic 4 - Prospecting clients and communicating the message  
Topic 5 - Negotiation and closing of the sale  
Topic 6 - Organization of the territory  
Topic 7 - Recruitment, selection and training  
Topic 8 - Motivation and animation of sellers  
Topic 9 - Remunerate and evaluate sales  
Topic 10 - International sales prospects. Sales ethics issues

## ASSESSMENT SYSTEM

The final grade of this subject is the average between the continuous assessment grade (the assessment of work developed during the course, 60%), and the grade of a final multiple-choice exam (40%). The continuous assessment grade is based on the following tasks: assignments, cases and/or mid-term exams.

To pass this subject in the first call, you need to obtain a minimum grade of 5 points (out of 10) in the final exam. In the event of failing the subject, the student can retake the exam in the second call (in Spring).

<b>% end-of-term-examination:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60

#### BASIC BIBLIOGRAPHY

- Frank V. Cespedes Sales Management That Works: How to Sell in a World that Never Stops Changing, Harvard Business Review Press, 2021
- Brian Tracy The Psychology of Selling : Increase Your Sales Faster and Easier Than You Ever Thought Possible, HarperCollins Leadership, 2022
- Diana Woodburn, Kevin Wilson Handbook of Strategic Account Management: A Comprehensive Resource, Wiley, 2015
- Doug Devitre, Screen to Screen Selling: How to Increase Sales, Productivity, and Customer Experience with the Latest Technology, McGraw Hill, 2015
- Greg W. Marshall, Mark W. Johnston Contemporary Selling, 5th Edition , Routledge, 2016
- Jason Jordan, Michelle Vazzana Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance, McGrawHill, 2011

#### BASIC ELECTRONIC RESOURCES

- Greg W. Marshall, Mark W. Johnston . Contemporary Selling, 5th Edition:  
<http://learning.oreilly.com/library/view/contemporary-selling-5th/9781317360827/>