

## Module 29 Customer Relations and Personal Selling (5 credits)

Assessment Techniques – percentage contribution			
Continuous Assessment	50%	Exam – in person	50%

### On completion of this module a learner will be able to:

1. Analyse the key components of the consultative selling process and their role in building long-term customer relationships
2. Critique various product-positioning strategies and evaluate their effectiveness in competitive marketplaces
3. Defend the importance of ethical decision-making in sales by providing examples of its impact on customer trust and partnership
4. Determine the most effective communication style to adapt when interacting with different buyer personas, such as transactional, consultative, or strategic alliance buyers
5. Differentiate between features and benefits in product presentations and demonstrate how to use bridge statements to enhance value propositions
6. Evaluate the effectiveness of closing techniques by assessing their alignment with dominant buying motives and customer needs

### Indicative Module Content, Organisation and Structure

This module introduces learners to the principles and practices of selling and building important customer relations as a core business function. The relationship between sales management and the marketing environment is explored and tools and techniques are examined which provides insights into methods for successful sales strategy implementation, building successful customer relationships as part of the process. Skills in relation to client management to optimise sales efforts are also investigated.

Organisational growth relies heavily on the successful design and implementation of building customer relationships and implementing successful sales strategies. The role of the salesperson plays an important part in customer relationship management and in the information era where knowledge exchange dominates selling today. This module explores the nature of selling and relationship building.

#### Content includes:

##### Selling and the marketing concept

- Understanding of the marketing concept
- Historical context of selling
- Relationship between selling and the marketing mix
- Evolution of selling to align with modern marketing principles

##### Consultative selling using value-added selling

- Value Creation Become a 'Problem Solver'
- Creative improvements that enhance the customer's experience

- Creating an appealing value proposition requires a detailed study of the customer's value needs
- Customer centred strategies needs satisfaction, problem solving and negotiation, value at every stage of the personal selling process

#### **Personal selling skills**

- Customer-orientated selling
- Phases of the selling process
- Presentations and demonstrations
- Dealing with buyer objections
- Closing the sale and after sale support
- Recognition of bias

#### **Relationship development**

- Communication styles in adaptive selling and relationship building within the B2B sales context.
- Communication style model
- Impact on Sales Relationships
- Identifying and Adapting to Styles (style flexing)

#### **Value Creation and product solutions**

- The Three-Dimensional (3-D) Product Solutions Selling Model
- Application of the model and how it contributes to creating value for customers
- Potential challenges and suggested strategies for implementing the model

#### **Prospecting and account development**

- Prospecting and account development
- Sources of prospects and accounts
- Qualification strategies
- Impact of digital technologies on prospecting and account development

#### **Aligning with buyer behaviour**

- Aligning the selling process with the customer's buying process
- Analysis of misalignment
- Strategies for alignment
- Role of Technology

#### **Negotiating buyer concerns**

- Understanding of "win-win" negotiation
- Analysis of common buyer concerns
- Evaluation of negotiation methods
- Role of preparation and strategic planning
- Challenges when working with trained negotiators

#### **Sales management**

- Applying leadership to sales management
- Recruitment, selection and motivation
- Salesforce evaluation

<b>Application of programme teaching, learning and assessment strategies to this module</b>	
<p>This module integrates academic theory with practical applications, including role-play scenarios, ethical dilemmas, and real-world case studies. Emphasis is placed on the development of key skills such as adaptive selling, consultative questioning, and value-based presentations while fostering an ethical, customer-centred approach to sales. The module content addresses relationship strategies, product positioning, buyer behaviour, and sales force management, equipping learners with the knowledge and tools needed to succeed in modern sales environments.</p> <p>This module is delivered through a series of lectures and tutorials supported by resources uploaded to the virtual learning environment (VLE), Moodle. Case studies and role play encourage learners to view their learning in real-world settings. Quizzes provide opportunities for both lecturer and learners to review their learning experience.</p> <p>Summative assessment evaluates whether a learner has achieved the module learning outcomes. This is achieved through continuous assessment and an end of semester examination. The continuous assessment, representing 50% of the overall module grade, is divided into two elements: a presentation and a written project, assessing the learners understanding of the theoretical concepts, analytical skills and their ability to apply knowledge to a real-work scenario or case study information. Formative assessment using quizzes and mini case scenarios, monitor learning and present opportunities to provide feedback for both the learner and lecturer.</p> <p>In terms of reassessment/repeat assessment strategy, Griffith College regulations stipulate that learners must pass all component elements of the module to be deemed to have passed the module. In the event of a learner failing components of this module, the learner will be required to submit a new individual repeat assignment and/or will be required to take a re-sit examination at the next available sitting.</p>	

<b>Summative Assessment Technique(s)</b>	<b>Weighting</b>
<u>Continuous Assessments</u> Part 1: Presentation (15%) Part 2: Individual written project (35%)	50%
End of semester examination	50%

## Indicative reading lists and other information resources

### Primary Reading

Jobber, D., Lancaster, G. (2024) *Selling and Sales Management*, 12<sup>th</sup> Ed. New York / Harlow: *Financial Times* / Prentice Hall.

Manning, G., Ahearne, M., Reece, B. (2024) *Selling Today: Partnering to Create Value*, Global Edition, 15<sup>th</sup> Ed. Harlow: Prentice Hall.

### Secondary Reading

Bardicchia, M. (2022). *Digital CRM: Strategies and Emerging Trends: Building Customer Relationship in the Digital Era*. Amazon Digital Services LLC – Kdp. ISBN: 9788645574802

Hoffeld, D. (2022). *The Science of Selling: Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal*. Penguin Publishing Group. ISBN: 9780143129332

Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker Jr, C. H., & Williams, M. R. (2024). *Sales Management: Analysis and Decision Making* (11<sup>th</sup> ed.). Routledge.

Strohkorb, P. (2017). *Smarketing: Sell Smarter, Not Harder*. CreateSpace Independent Publishing Platform. ISBN: 9781545140043.

### Recommended Journals

Journal of Personal Selling and Sales Management

Journal of Selling and National Account Management

Industrial marketing management

### Websites

*Indeed*: Features articles on effective personal selling strategies, techniques, and tips for improving sales performance

*Shopify*: Provides insights into various types of personal selling, such as online, B2B, in-store, and trade shows, with practical applications

*HubSpot*: Offers free CRM tools with features like live chat, email tracking, and customer support management to enhance customer relationships