

## ***SALES MANAGEMENT***

Theme:	Marketing
Assessment Weighting:	50% Coursework 50% Examination

### **INTRODUCTION**

This module is designed to provide students with an in-depth knowledge of sales management and the personnel selling process. Students will examine the rewards and responsibilities of sales personnel. Knowledge and understanding gained in previous marketing modules is strengthened and developed in a practical way in this module.

### **MODULE AIMS**

The aims of this module are to:

- Provide students with a clear understanding of the principles and practice of selling as a core business function.
- Ensure students comprehend the relevance of sales management in the business and marketing environment.
- Establish the tools and techniques required to successfully carry out a sales strategy.
- Develop the students' skills in client management to optimising sales efforts.

### **LEARNING OUTCOMES**

On successful completion of the module, students should be able to:

- Critically evaluate each phase of the selling process – identifying prospects, positioning your product, handling objections, establishing commitment and building relationships that lead to future sales.
- Demonstrate an advanced understanding of the dynamic nature of forces which impact on customers buying decisions and also on how to modify selling efforts in response to these changes.
- Structure a sales strategy demonstrating a range of selling skills from prospect identification to long-term relationship building and create a master selling plan – from gaining interest and identifying needs, to closing and reinforcing the sale.
- Demonstrate an in depth understanding of the roles and responsibilities of the sales manager.

## **INDICATIVE MODULE CONTENT**

### **Planning the Sales Effort**

- Forecasting market demand and sales budgets
- Design and size of sales territories
- Sales objectives and quotas
- The pillars of professionalism: principles, commitment and performance

### **Recruitment and Selection of Sales Personnel Planning for and recruiting successful sales personnel**

- Selection, placement and socialisation of sales staff
- Training and Development of sales staff
- Motivating and rewarding sales staff
- Evaluating selling costs and sales staff performance

### **Managing the Sales Team**

- The role of the sales manager
- Qualities of an effective sales manager
- Sales targets and forecasts
- Time & territory management and journey planning:
- Procedures for making most effective use of time,
- Mapping territory for effective management.
- Selling to different buyers

### **The Selling Process**

- Prospecting
- Pre-approach
- Approach
- Presentation
- Meeting objections
- Closing
- Questioning Techniques
- Benefit Selling: communicating the process
- Presenting the Price
- Establishing customer needs:

## Consumer Behaviour

- Influencing the Consumer Decision Making Process
- Key differences between consumer and organisational buyers
- Post Purchase Behaviour and Building Relationships

## Applied Sales Issues

- International sales
- Electronic selling: the Implications of IT on the selling process