

27635 - Sales Management

Syllabus Information

Academic Year: 2019/20

Subject: 27635 - Sales Management

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

Year: 4

Semester: First semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, study and assessment tasks.

Students are expected to participate actively in class throughout the semester.

Further information regarding the course will be provided on the first day of class.

4.2.Learning tasks

The course includes the following learning tasks:

- **Lectures.** The teacher will explain the content of each topic in a clear way. To increase student motivation and participation, and to improve students' memory capacity, audiovisual materials will be used. The objective of these materials is to illustrate the theory, highlighting the practical sense and usefulness of the transmitted knowledge. It is expected that students participate during the lectures. The teacher will solve any doubt about the concepts explained and learned and even, the teacher could look for creating discussions among the students.
- **Practice sessions.** Practical exercises, numerical exercises or case studies will be solved. Other activities that could be included in these sessions are the elaboration and presentation of team projects, discussion of news, readings or role-play activities. These activities can be done during the practice session or out of these hours, and

could be done in teams or individually.

- **Autonomous work.** It includes activities related to the learning of the theoretical and practical contents of the course, the elaboration of projects (in teams or individually), information searching and analysis, ect.
- **Assessment tasks.**

4.3.Syllabus

The course will address the following topics:

- Topic 1. Definition and strategic role of personal selling
 - 1.1. Definition of salesforce and relational selling
 - 1.2. Strategic dimension of relational selling
 - 1.3. Characteristics and function of the personal selling
 - 1.4. Types of selling
 - Exercises
- Topic 2. Stages of the selling process
 - 2.1. Introduction
 - Start of the relationship
 - 2.2. Relationship development
 - 2.2.1. Negotiation
 - 2.2.2. Close of selling process
 - 2.3. Relationship management
 - Exercises
- Topic 3. Selling techniques
 - 3.1. Adaptive selling
 - 3.2. Verbal communication
 - 3.2.1. SPIN
 - 3.2.2. AIDA
 - 3.3. Non-verbal communication
 - Exercises
- Topic 4. Salesforce organization and planning
 - 4.1. Definition of objectives and sales forecasting
 - 4.2. Size of salesforce
 - 4.3. Salesforce organizations
 - 4.4. Design of sales share
 - Exercises
- Topic 5. Salesforce recruitment, evaluation and control
 - 5.1. Salesforce selection and training
 - 5.2. Salesforce control and evaluation
 - Exercises

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

4.5.Bibliography and recommended resources