

27635 - Sales Management

Syllabus Information

Academic year: 2024/25

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

The goal of the Sales Management subject is to transmit to the student the importance that this commercial variable has for organizations, offering a vision of the most strategic and tactical issues that companies must analyze on the itself. The management and control of the sales force is fundamental to decide aspects such as planning, size, recruitment and control. On the other hand, the student should know the different sales techniques, as well as instruments and technologies that are available to the company for an efficient management and direction.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), specifically the SDGs with which the subject is aligned are: 4. Quality Education (Ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all); and 5: Gender Equality (Achieving gender equality and empowering all women and girls).

2. Learning results

- Is able to identify the different sales techniques used and determine which one is the most appropriate for each environment.
- Is able to analyze the process followed for personal selling by applying the stages to real cases.
- Is able to solve problems and exercises on the most appropriate size of the sales force.
- Is able to derive real economic data reaching business conclusions and identifying those related to marketing related to marketing.
- Is able to improve verbal and non-verbal communication in the field of personal selling, being able to develop an effective sales presentation.
- Is able to understand the overall recruitment process, identify the sources for that process, and analyze the different procedures for selecting salespeople.
- Is able to know the most important aspects that the sales manager must consider for the evaluation and control of the sales force.
- Is able to solve specific cases in which the main aspects of the subject matter covered in class will be applied and to communicate to peers, in a critical, related and clear way, the main results and conclusions obtained.

3. Syllabus

UNIT 1.- Definition and strategic nature of personal selling

1. Definition of sales force and relational selling
2. Strategic dimension of relational selling
3. Characteristics and function of personal selling
4. Types of sales

UNIT 2.- Stages of the sales process

1. Introduction

2. Stages of the sales process

UNIT 3.- Sales techniques

1. Adaptive or adaptive selling

2. Sales techniques: SPIN and AIDA

3. Verbal and non-verbal communication

UNIT 4.- The organization and planning process

1. Definition of objectives and sales forecast

2. Size of sales force

3. Sales force organization

4. Sales territory design

UNIT 5.- Evaluation and control of the sales force

1. Introduction

2. Types of evaluation

4. Academic activities

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

Master classes: 24 hours

Practical classes: 26 hours

Various activities (personal study, evaluation tests, etc): 75 hours

Theoretical lectures. They will consist of lectures given by the teacher using audiovisual materials . The master class is expected to be participatory, and it is expected to resolve doubts and establish, on occasions, debates.

Practical classes where problems and case studies will be solved, presentation of papers, commentary of readings and activities such as simulation. The activities may be carried out individually and/or in groups.

Autonomous work: includes activities of study of the theoretical and practical contents, resolution of practical activities, individual and/or group work, search and analysis of information, among others.

Assessment activities: includes the performance of tests or evaluation activities in the classroom.

5. Assessment system

The evaluation of the subject for the two official calls will be carried out through a GLOBAL evaluation system.

This system will consist of two parts as detailed below.

Global assessment.

PART I: Out of 4 points, final exam mandatory for all students. It will be held on the official dates set by the Center. It will deal with theoretical and theoretical-practical aspects. A minimum score of 1.5 points will be required on this activity in order for the grade for Part II to be added.

PART II: Out of 6 points; you may choose between two systems:

System A (advancement of these points through activities during the year):

- Participation and delivery of a written activity on the application of the sales phases with a maximum score of 20% of the total grade of the subject.

- Individual participation in a simulation exercise or "role playing" through video calls that can be recorded This activity will have a maximum score of 10% of the total grade of the subject. The student must also make a commentary on one of the simulation exercises carried out by their classmates.

- Completion of an individual practical exercise related to unit 4. Its valuation will be 20% of the total grade of the subject.

- Creation of content in the wiki or class web (10% of the total grade of the subject).

System B: Theoretical-practical and practical questions in the final exam on the official date set by the Center, trying to make as similar as possible to the activities carried out during the course in System A.

Assessment Criteria:

All activities will evaluate both the acquisition of knowledge and learning of key concepts of the subject as the correctness of the response provided, the ability to reason, argumentation and the contribution of ideas and additional information provided, conclusions or solutions to the proposed exercises or cases. In the creation of online content, the quality of the information

provided, its linkage to sales, the understanding of specific sales terminology and the visual aesthetics of the content will be valued.

6. Sustainable Development Goals

- 4 - Quality Education
- 5 - Gender Equality