

Sales Management

Lecturer Name: Darragh O'Briain

Moodle Code: SAL601

Course Code: SM601

Allocation of Marks			
	Midterm Exam	Final Exam	Total
Percentage Contribution	50%	50%	100%
ECTS Value	5 Credits		

***Details of all aspects of assessments will be provided by your lecturer in-class.**

Aims and Objectives

The aim of this module is to enable international learners to apply a broad understanding of the theory and practice of sales management and personal selling to a foreign workplace environment.

Learning Outcomes

<i>On successful completion of this module learners will be able to:</i>
1. Describe the origins of sales management and its relationship with marketing (4P's & PLC)
2. Describe the principles, roles and responsibilities of a sales manager and sales department
3. Plan and conduct a basic sales negotiation at a trade show
4. Implement a range of pre-sales meeting preparation techniques
5. Apply in practice the theoretical aspects of the personal selling process

Module content, organisation and structure

Session 1.	The Sales Management Environment: origins of sales management; definitions and objectives of sales and management; managing versus selling; distinguishing sales from marketing; corporate examples of sales management in practice; 'push versus pull' techniques; Irish sales environment weekly article no. 1
Session 2.	The Principles of Sales Management; sales representatives and sales managers as corporate ambassadors; sales responsibility; sales as a budgeting tool; new selling techniques and industry changes; the role of sales in the channel of distribution; corporate and practical examples of the six principles of sales management in action; Irish sales environment weekly article no. 2
Session 3.	Functions of Selling: the inter-sales function – issues around the sales department structure and management vis-a-vis other departments; the intra-

	sales function – roles, responsibilities and positions within a sales department; Irish sales environment weekly article no. 3
Session 4.	Sales and Marketing Relationship – The 4P's: impact of Product, Price, Place and Promotion decisions on sales techniques; case study; Irish sales environment weekly article no. 4
Session 5.	Sales and Marketing Relationship – The Product Life Cycle: 6 stage PLC versus 4 stage PLC; scenario – initial thoughts on sales responsibilities per PLC stage; sales responsibilities and techniques for each PLC stage – introduction, growth, maturity, decline; techniques and responsibilities for pre-introduction and post decline stages
Session 6.	Trade Show / Expo Selling: 5-stage expo selling model, scenarios and role play, Trade show objectives, trade show props and techniques: Stopping, Hooking, Follow-Through, Follow Up and Parting
Session 7.	Personal Selling Process - Secondary Responsibilities: introduction to personal selling and the 7-stage model; customer relationship management; self-management and motivation; implementing sales and marketing strategies; sales environment weekly article no. 6
Session 8.	Personal Selling Process – Pre-Primary Responsibilities: meeting preparation techniques; negotiation leeway level; product and competitor product orientation; setting sales objectives; understanding buyer behaviour; setting negotiation objectives; concession analysis; balance of power assessment; sales environment weekly article no. 7
Sessions 9 & 10.	Personal Selling Process – Primary Responsibilities: Seven Stage Personal Selling Process; opening meetings; identifying buyer needs; demonstrating the product; objection handling techniques; negotiation skills; closing skills; exiting and follow up strategies; sales environment weekly article no. 8 Exam Preparation: Syllabus overview, learning objectives reviewed, exam technique, study methods.

Module Teaching and Learning Strategy

Formative assessment takes place in the form of the weekly sales environment article. Students must pre-read and prepare an article for discussion in the following class. This discussion is framed by a hypothetical question posed by the lecturer. A question of similar standard will also be included on the midterm and final written examination. Formative assessment also takes place in the form of peer and lecturer feedback from students or groups of students on their performance of in-class tasks, role plays and scenarios.

Reading Lists and Other Resources

Sales Force Management – Leadership, Innovation, Technology 13th Ed.; Johnston & Marshall; 2021

Sales Negotiation Training – The Art of Negotiation and Selling, 1st Ed.: New Globe, Edward Grey; 2021

Selling & Sales Management; 11th Ed.; Jobber & Lancaster; Prentice Hall 2019

Sales Management – Principles, Process & Practice; 3rd Ed.; Bill Donaldson; Palgrave 2007

Management of a Sales force; 12th Ed.; Spiro, Rich & Stanton; McGraw-Hill 2008

Harvard Business School - Negotiation Teaching Materials & Publications.

Checkout Magazine <https://www.checkout.ie/>

Retail News Magazine <https://www.retailnews.ie/>

Shelflife Magazine <https://www.shelflife.ie/>

Ed Brodow Sales website <https://www.brodow.com/>