

# Sales Negotiation Project

**Lecturer Name: Darragh O'Briain**

**Moodle Code: SP601**

**Course Code: SP601**

| Allocation of Marks     |                      |            |       |
|-------------------------|----------------------|------------|-------|
|                         | Expo Selling Project | Final Oral | Total |
| Percentage Contribution | 30%                  | 70%        | 100%  |
| ECTS Value              | 5 Credits            |            |       |

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

## Aims and Objectives

This module is designed to facilitate learners in consolidating the key strands of the Sales and Management programme in an integrative sales negotiation project.

## Learning Outcomes

| <i>On successful completion of the module learners will be able to:</i>   |
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| 1. Identify and apply the cross-disciplinary relevance of learning achieved in the other Sales and Management modules     |
| 2. Prepare and deliver appropriate interactive sales negotiations that address each stage of the personal selling process |
| 3. Prepare and deliver appropriate trade show selling strategies  |
| 4. Generate a culturally and commercially appropriate buyer-seller relationship   |

## Module Content

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| Tutorial 1. | <b>Initial Tutorial:</b> Having introduced the project in the first sales management class, groups are formed and invited to meet the co-ordinator to discuss: project framework and parameters; timelines and requirements; group work styles; selling products/services, potential products for the project. |
| Tutorial 2. | <b>Progress Tutorial:</b> Progress to date, Buyer-Seller Relationship, realistic products/services, obstacles encountered, economic and cultural challenges and any group issues. Commercial offerings/propositions and relationships. Elevator pitching   |

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|-------------|--|
| Tutorial 3  | <b>Elevator Pitches:</b> individual presentations, peer feedback and group formation based on commercial propositions presented  |
| Tutorial 4. | <b>Trade Show Selling I:</b> Preparation, Prospection and Promotional Material – planning objectives, organising support materials and identifying targets   |
| Tutorial 5. | <b>Trade Show Selling II:</b> Learners are tutored in the 5 stages of “quick” sales that occur at expos and have to role play with each other using their project related product/service. Peer feedback   |
| Tutorial 6. | <b>Sales Negotiation Tutorial:</b> Presentation strategy, the finer detail of the seven stages of the personal selling process, group and individual roles, pre-presentation planning, buyer handling techniques and strategies to maximise performance. |
| Tutorial 7  | <b>Techniques: Opening &amp; Needs Analysis:</b> Student led troubleshooting, role plays and sales presentation training   |
| Tutorial 8  | <b>Techniques: Demonstration &amp; Objection Handling:</b> Student led troubleshooting, role plays and sales presentation training   |
| Tutorial 9  | <b>Techniques: Negotiating, Closing &amp; Exit:</b> Student led troubleshooting, role plays and sales presentation training  |
| Tutorial 10 | <b>Final Preparation &amp; Management Techniques:</b> Non-verbal Communication for selling, Worst Case Scenario Training and Interrogation Management  |

### Module Teaching and Learning Strategy

This module is delivered (F/T) onsite in face-to-face mode.

Classes meet twice per week for 1.5 hours based on across a single session

Classes are a mixture of traditional lecture style delivery, individual and group work and interactive/contributory activities.

The classroom experience is supported by a) ISB Moodle a VLE that contains digital resources for self-directed and group learning and b) the opportunity to attend ISB extracurricular activities.

Formative Assessment in this module includes:

Peer and lecturer feedback at elevator pitches, Trade Show sales exercises and other negotiation roleplays. Peer feedback forms are used for colleagues, in groups, to record their appraisal of their other groups work.

Once groups are formed weekly check ins are done with groups by the lecturer to assess their work to date.

## Reading Lists and Other Resources

*Sales Force Management – Leadership, Innovation, Technology* 13<sup>th</sup> Ed.; Johnston & Marshall; 2021

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

*Selling & Sales Management*; 11<sup>th</sup> Ed.; Jobber & Lancaster; Prentice Hall 2019

*Sales Management – Principles, Process & Practice*; 3<sup>rd</sup> Ed.; Bill Donaldson; Palgrave 2007

*Management of a Sales force*; 12<sup>th</sup> Ed.; Spiro, Rich & Stanton; McGraw-Hill 2008

Harvard Business School - Negotiation Teaching Materials & Publications:**Error! Hyperlink reference not valid.**

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

*Underhill, Paco. Why we Buy: The Science of Shopping.* Simon and Schuster, 2008.

Hayes-McCoy, Robert. *Persuasive Direct Marketing: Here's What You Say and How You Write It!* Oak Tree Press, 2004.