

Sales Management 1					
Identification number	Workload	Credits	Semester	When	Duration
N/A	150 hrs	5	5 <sup>th</sup> /6 <sup>th</sup> sem.	At least once a year	1 semester
1	<b>Lectures</b> Sales Management 1	<b>Class contact time</b> 4 contact hrs / 60hrs	<b>Self-study</b> 90 hrs	<b>Planned group size</b> 25 students	
2	<p><b>Learning Outcomes / Skills</b></p> <p><i>Professional Competences:</i> <i>Upon completion of the module, students will be able to:</i></p> <ul style="list-style-type: none"> <li>• develop a sales plan and conduct the necessary analysis (e.g. competitive analysis)</li> <li>• select the appropriate sales channels and sales partners for different kinds of businesses while paying attention to the specific requirements resulting from multichannel management</li> <li>• employ instruments for customer evaluation (e.g. customer lifetime analysis) and use these results for a differentiated customer treatment</li> <li>• conduct a needs analysis and define the value proposition for the customer</li> <li>• describe and use techniques for customer acquisition (e.g. Sales Cycle, SPIN concept) and negotiation (e.g. Harvard Concept)</li> <li>• describe elements of customer retention and apply it to specific situations</li> <li>• work in a “real-life” CRM system and apply in the CRM system concepts discussed before</li> <li>• explain how an efficient and effective sales organization is set up</li> <li>• make use of different incentive systems for the management of a sales force</li> </ul> <p><i>Interdisciplinary competences:</i></p> <ul style="list-style-type: none"> <li>• exchange information and problems in dialogue with others and jointly develop solutions (communicative competence)</li> <li>• Plan and prepare learning and work processes independently</li> </ul>				
3	<p><b>Contents</b></p> <p>The module Sales Management I covers the most important topics which are relevant when setting up and running a sales organization.</p> <p>A. Strategic Sales Management</p> <p>For this in the beginning international trends in sales will be discussed which give a framework for the following discussions. Then different options to set up a distribution system will be introduced with particular emphasis on the requirements resulting from multichannel-management. With respect to customers two main strategic decisions need to be taken:</p> <ul style="list-style-type: none"> <li>- Which customer groups can be identified, which are for example focus customers?</li> <li>- Which value can be given to the different customers groups identified before?</li> </ul> <p>B. Operative customer management</p> <p>The sales cycle with the different phases will be discussed with particular emphasis on the tasks of the sales person. This includes in particular the prospecting and qualifying, the pre-approach, sales presentation, negotiation and closing. Thereafter customer retention, development and winback as important sales activities are introduced. This chapter concludes with a practical application in a CRM system in which the students can log in and apply the knowledge of the sales cycle.</p> <p>C. Operative management of a sales organization</p> <p>Options of sales organization specialization will be applied to different sales situations. Then two basic approaches to determine the appropriate number of sales representatives are introduced. For the management of a sales organization different incentive systems are worked out with a focus on target agreements.</p>				
4	<p><b>Course type</b></p> <p>Seminar lectures, exercises, case studies</p>				
5	<p><b>Participation requirements</b></p> <p>Knowledge of “Foundations of Marketing”, sufficient knowledge of English</p>				
6	<p><b>Examination form</b></p> <p>Exam (90 minutes, written form, at the university)</p> <p>There is the possibility of taking into account an improvement of the grade by 5% when holding a short presentation acc. to § 9 of <i>BRPD</i>. The demands to the presentation will be defined within the first 3 lecture weeks.</p>				
7	<p><b>Requirements for the Awarding of Credit Points</b></p> <p>Minimum grade of “sufficient” in the examination</p>				

<b>8</b>	<b>Application of the Module</b> (in other programmes of study) BA Business Administration BA International Business and Management BA Industrial Engineering and Management
<b>9</b>	<b>Weight of the grade in the final overall grade</b> 5/270
<b>10</b>	<b>Module supervisor; full-time lecturers</b> <b>Prof. Dr. Schlottmann</b>
<b>11</b>	<b>Other information</b> Reading list (as currently applicable): a) Jobber, D.; Lancaster, G.: Selling and Sales Management b) Johnston, M.; Marshall, G.: Contemporary Selling – Building Relationships, Creating Value c) Johnston, M.; Marshall, G.: Sales Force Management

**ATTENTION: This is a translation of the original. Only the module manual in its German form is legally binding.**