number 150 hrs 5 5"/s ¹⁰ /s ¹⁰ sem. Every winter semester 1 semester 1 Lectures Class contact time Self-study Planed group size 2 Learning Dutcome / Skills Upon completion of the module, students will be able to: Subject-Specific Completences: • • develop a sales plan and conduct the necessary analysis (e.g. competitive analysis) • select the appropriate sales channels and sales partners for different kinds of businesses will paying attention to the specific requirements resulting from mutichannel management • employ instruments for customer evaluation (e.g. customer lifetime analysis) and use these result for a differentiated customer treatment • conduct a needs analysis and define the value proposition for the customer • describe and use techniques for customer acquisition (e.g. Sales Cycle, SPIN concept) an negotiation (e.g. Harvard Concept) • edscribe allows and apply in the CRM system concepts discussed before • explain how an efficient and effective sales organization is set up • make use of different incentive systems for the management of a sales force • explain how an efficient and effective sales organization is set up • exchange information and problems in dialogue with others and jointy develop solution (communicietive completences)	Identifi	Sales Management 1 (engl.) Identification Workload		Credits	Credits Semester When Duration					
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	8	Module supervisor; full-time lecturers					
		Prof. Dr. Ralf Schlottmann					
Γ	9	Other information					
		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 an adapted and abridged version and a translation of the original. Only the module manual in its German form (available at <u>https://www.hochschule-bochum.de/international-business-and-management</u>) is legally binding.