

Sales Management 1 (engl.)						
Identification number N/A		Workload 150 hrs	Credits 5	Semester 5 <sup>th</sup> /6 <sup>th</sup> sem.	When Every winter semester	Duration 1 semester
1	Lectures Sales Management 1 (engl.)		Class contact time 4 contact hrs / 60hrs		Self-study 90 hrs	Planned group size 25 students
2	<b>Learning Outcomes / Skills</b> <i>Upon completion of the module, students will be able to:</i>  <i>Subject-Specific Competences:</i> <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> <i>Interdisciplinary competences:</i> <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	<b>Contents</b> The module Sales Management I covers the most important topics which are relevant when setting up and running a sales organization.  A. Strategic Sales Management 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: - Which customer groups can be identified, which are for example focus customers? - Which value can be given to the different customers groups identified before?  B. Operative customer management 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.  C. Operative management of a sales organization 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.					
4	<b>Course type</b> Seminar-based teaching, exercises, case studies					
5	<b>Participation requirements</b> Knowledge of “Foundations of Marketing”, sufficient knowledge of English					
6	<b>Examination form</b> Exam (90 minutes, written form, at the university) 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.					
7	<b>Requirements for the Awarding of Credit Points</b> Minimum grade of “sufficient” in the examination					

<b>8</b>	<b>Module supervisor;</b> full-time lecturers <b>Prof. Dr. Ralf Schlottmann</b>
<b>9</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 an adapted and abridged version and a translation of the original. Only the module manual in its German form (available at <https://www.hochschule-bochum.de/international-business-and-management>) is legally binding.**