

WM9J6-15 Sales and Sales Management

22/23

Department

WMG

Level

Taught Postgraduate Level

Module leader

Ali Ahmad

Credit value

15

Module duration

1 week

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

Selling is a technique which is quite different from that of Marketing and Business Development. It is an essential element of trading. Students need to understand the theory and then be able to skilfully apply the methods and techniques to create orders for the products or services provided by their business. This is of value to existing and start-up businesses. Students likely to be undertaking any business growth projects, any customer facing business activity, face to face negotiations or raising capital will benefit from this module.

Module aims

The objectives of the module are to acquire the following knowledge and skills and to be able to apply them in the Real World of Business.

The Sales Process

The Sales Techniques

The Design and Management of Sales Processes.

The Management of the sales team.

Methodologies, techniques and tools for growth hacking

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Introduction to Selling
Different Types of Selling
Sales Techniques
Questioning Skills
Presenting the product / service
Objection handling
Closing the sale
Ethics
Psychology and Selling
Cultural Awareness in Selling
Recognition of Sales Strategies
Managing Sales Teams
Cross Cultural Sales Management
Organisational Requirements
Objective / Goal Setting
Sales Programme Design
Creating a sales growth plan and execution plan.

Learning outcomes

By the end of the module, students should be able to:

- Analyse the potential market for any product or service, including competitive environment and detailed target segments with their key attributes and devise a suitable sales strategy.
- Compare and contrast the requirements of different sales channels, identifying their competitive advantage.
- Research and devise New Market Entry Sales Strategies.
- Research, devise and present a compelling sales pitch for any product or service.
- Prepare a growth campaign for a business.

Indicative reading list

Selling and Sales Management
Geoffrey Lancaster, David Jobber 8th Edition (2009)

Sales Management: Principles, Process and Practice
Bill Donaldson, 3rd Edition (2007), Library Number: HO 5400 D6

Sales Management: Concepts and Cases
Douglas Dalrymple, 5th Edition (2006), Library Number HO 5400 D2

International

Covers sales strategy for new international markets.

Subject specific skills

Sales Strategy, Sales Channels, International, New Market Entry, Psychology, Sales Process, sales team structure, Sales Program Design, Growth strategy development and Testing. Go-to-market strategy.

Transferable skills

Design and evaluate sales strategies, understand and address customer concerns. Designing sales strategy, Research, devise and present a compelling sales pitch for any product or service. Understanding customers. Overcoming sales objections. Creating and delivering an effective sales pitch. The design activity and the benefits of different viewpoints and dealing with team members with differing opinions. Information literacy (research skills) – researching competitors strategy, design options and how to collect reliable information from prospective customers and partners. Digital literacy – understanding and exploring how digital technology can provide new sales tools and methods by enabling innovation in the business. Sustainability – The issues of how to build a sustainable sales model and management structure are core to the learning. Ethical values – understanding customers and service, and behaviour. Intercultural awareness – Exploring how culture changes affect the performance of different business models. International dimension to sales strategy. Presentations and meeting targets and goals during the course on a day by day basis. Professional behaviour with team members and in designing dealings with suppliers and customers. Development of a growth strategy for an organisation.

Study

Study time

Type	Required
Lectures	8 sessions of 1 hour 30 minutes (8%)
Seminars	12 sessions of 1 hour 30 minutes (12%)
Tutorials	(0%)
Fieldwork	(0%)
Private study	40 hours (27%)
Assessment	80 hours (53%)
Total	150 hours

Private study description

Reading of supplementary material (video, books and research papers) and case studies to support and enhance in class exercises.

Working together in teams to detail an implementable growth hacking strategy for a case study company. Expected to take 40 Hours of team working private study supported by facilitated mentoring/seminars/coaching and a one hour pitch on the example company growth strategy to the WMG Accelerator or company representatives.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self-certification
Post-module assignment Assessed essays/coursework	80%	76 hours	Yes (extension)
In-module assessment Assesment of in-module team presentations of 15 minute duration.	20%	4 hours	No

Assessment group R

	Weighting	Study time	Eligible for self-certification
Assessed work as specified by department 100% Assignment	100%		No

Feedback on assessment

Syndicate work feedback in-module, feedback report (specific and general) on assigned post module work.

Availability

Courses

This module is Core for:

- Year 1 of TWMS-H1S6 Postgraduate Taught Innovation and Entrepreneurship (Full-time)