WM9J6-15 Sales and Sales Management

24/25

Department
   WMG
Level
   Taught Postgraduate Level
Module leader
   Ali Ahmad
Credit value
   15
Module duration
   4 weeks
Assessment
   100% coursework
Study location
   University of Warwick main campus, Coventry

Description

Introductory description

This module will encourage entrepreneurs to view sales as a valuable and necessary aspect of their business, and to embrace the challenge of selling. Selling is an essential element of building customer relationships that is the foundation of all business. Participants will explore the theory of creating sales and then be able to apply the methods and techniques to develop sales propositions appealing to their target customer and representative of the competitive advantage of the goods or services (products) provided by their business.

Participants who are likely to undertake any customer facing business activity, such as face to face negotiations, will benefit from this module. The objectives of the module are to acquire the following knowledge and skills and to be able to apply them in the context of starting their own business.

- Understanding the Market and Customer's needs
- Developing Sales Techniques
- Develop a Sales Proposition
- Management of Sales and Sales Relationships

Module aims

1. Create a sales mindset: This means developing an understanding of the selling process and a positive attitude towards selling that instils the confidence and motivation to enable participants to present themselves and their offer to the market.

2. Focus on the sales proposition: Effective salespeople need to understand how to articulate their proposition effectively. Developing an understanding of their customers' and consumers' and be able to demonstrate the value of their goods or service.

3. A reference to real-life examples to build confidence: Case studies, success stories, and vignettes from relevant start-ups and SMEs will be used to illustrate key points and demonstrate the effectiveness of sales management techniques.

4. Relaying the significance of building relationships from initial contact with the potential customer (prospect) to purchase: To achieve this, the importance of building trust and rapport with potential customers will be explored. Discussions will centre on the value of listening, understanding customer needs, and the negotiation of win-win scenarios.

5. Use of data-driven insights: Sales is a data-driven process, and entrepreneurs should be able to use data analytics tools to measure and improve their sales performance and track metrics such as conversion rates, customer acquisition cost, and lifetime value to optimize the sales process to aid the management process.

6. Understanding how to adjust for different market dynamics: We will consider how the sales process and value proposition can be adjusted for different markets.

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.

- The Challenge of Selling – Selling as a Process
- Consumer and Buyer Behaviours
- Developing the Value Proposition
- Customer Acquisition via the Customer Journey
- Negotiation Skills
- Relationship Building in Sales
- Digital Selling, Data Analytics and Metrics
- Sales Management
- Creating Sales in Various Markets

Learning outcomes

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

- Compare and contrast the benefits of different sales techniques to be used in various situations including business start-up

- Analyse the potential market for a specified customer group and develop a targeted sales proposition as a new entrepreneur
- Evaluate the essential nature of working in a sales team to identify sales channels and their comparative advantages
- Critically appraise the work of sales teams when negotiating and relationship selling in both B2C and B2B interactions
- Devise a sales strategy for a selected product or service offer

Indicative reading list

Baines, P., Whitehouse, S., Rosengren, S. and Antonetti, P. (2021) Fundamentals of Marketing (2nd Ed). Oxford, Oxford University Press.

Jobber, D., Lancaster, G. and Le Meunier-FitzHugh, K. (2019) Selling and Sales Management (11th Edition). Harlow, Pearson.

Le Meunier-FitzHugh, K. (2021) Marketing, A Very Short Introduction. Oxford, Oxford University Press.

Scarborough, N. M. and Cornwall J. R. (2023) Essentials of Entrepreneurship and Small Business Management, Global Edition (9th edition), Harlow, Pearson.

[View reading list on Talis Aspire](#)

International

Upon completion, students can develop skills in communication, relationship building, and "sales" thinking. They will be able to effectively communicate with clients and colleagues, build long-term relationships with clients, and analyze data and research markets to develop sales strategies. These skills are transferable and valuable in various industries and professions.

Subject specific skills

Sales Management
Sales Theory and Practice
Targeting and Positioning
Consumer and Buyer Behaviour
Customer Acquisition and the Customer Journey
Relationship Selling
Data Analytics for Sales

Transferable skills

Communication, business relationship building, strategic thinking, time management, problem solving, professionalism, self-awareness, team work and critical thinking

Study

Study time

Type	Required
Lectures	8 sessions of 1 hour (5%)
Seminars	22 sessions of 1 hour (15%)
Private study	60 hours (40%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

Completing the set readings, watching the listed videos and podcasts and practicing revision quizzes.

Costs

Category	Description	Funded by	Cost to student
IT and software	The use of a sales simulation @£45 per student.	Department	£0.00

Assessment

You must pass all assessment components to pass the module.

Assessment group A2

	Weighting	Study time
Sales Strategy Report	70%	42 hours

A question set requiring students to present an analysis of options for launching a new sales strategy in a startup context. Peer assessment will be used to generate individual scaling factors.

	Weighting	Study time
Group Presentation on Set Task	30%	18 hours

Presenting outcomes of in-module sales simulation assessment. Peer assessment will be used to generate individual scaling factors.

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)