

## Course Thematics

Title: Elective course / <b>Sales management</b>				
Tutors of the course, contact: <b>Galla Daniella Dominika</b>				
Code: B-SZ-201-ELM-212202-01	Curriculum place: BA/MA/ERASMUS	Recommended semester:	Credit: 5	Number of Lessons: Student working hours:
Related Codes: ER-THEO-BA-ELM-212202-01 M-SZ-101-ELM-212202-02	Type: seminar	Can I add as custom? YES	In case of free choice, special prerequisites: there is no prerequisite	
Course relations (prerequisites, parallels):				
<p><b>The aim of the course:</b></p> <p>Within the framework of the subject of sales management, we review the individual stages of the sales process. We analyze personal selling as a variety of sales opportunities, its relationship to other marketing pathways. We also review management tasks, planning, organization, communication, recruitment, evaluation, analysis. The aim of the course is to acquire the theoretical and practical acquisition of customer-oriented sales activity. In addition to the stages of doing business, the student will learn about the legal and ethical issues of doing business, the psychology of persuasion, the specifics of empathic communication, and the key processes that are an integral part of sales.</p> <p><b>Principles of the course:</b></p> <p>In the interactive sessions, theoretical knowledge is discussed and applied in practice, the role of which is to shape the opinions of the participants in a joint discussion, often imitating business. The aim of the seminar is to develop the students' sales, communication and presentation skills, to help them form an opinion based on their prior knowledge, and to provide an opportunity to develop their ability to debate.</p>				
<p><b>Learning outcomes (professional and general competencies to be developed):</b></p> <p><b>Knowledge:</b></p> <p>The student has a comprehensive knowledge of personal sales and sales management. In addition to possessing theoretical knowledge, the student recognizes the contexts and applies it in practice at the analytical level, also in relation to the business aspects of his or her own art projects.</p> <p><b>Ability:</b></p>				

The seminar enables students to develop their sales, communication, and presentation skills. It helps to form an opinion based on prior knowledge and provides an opportunity to form a willingness to debate. As a result of the course, the student will be able to think in a sales-oriented way, to formulate an autonomous opinion in the case of other business projects directly and indirectly related to the subject.

**Attitude:**

The student's thinking is influenced by a sales-centric approach, consciously thinking about the business, social, cultural, community, environmental aspects of their design work, and striving to adhere to the legal and ethical standards of their profession. Open to new knowledge, methods, creative, dynamic implementation possibilities, teamwork, cooperation, reasoning. It is determined to implement its ideas in the highest possible quality, both on an individual and group level, it feels responsible for the results of its work, and it strives to create value.

**Topics to be processed within the course:**

1. Course (08/02/2022) – Introduction, Topics, requirements, detailed description of the semester, Introduction to the conceptual framework of personal selling
2. Course (15/02/2022) – Sales training in practice
3. Course (22/02/2022) – The sales process, Psychological basics of sales negotiation
4. Course (01/03/2022) – Sales staff management, Sales organization planning and performance measurement
5. Course (08/03/2022) – Recruitment and selection
6. Course (22/03/2022) – Multipath sales system, managing the introduction of new sales paths
7. Course (29/03/2022) – Sales & Social Media
8. Course (05/04/2022) – Sales & Marketing – Bad or good relationship?!
9. Course (12/04/2022) – Ethics in personal sales
10. Course (26/04/2022) – Group presentation/part 1
11. Course (03/05/2022) – Group presentation/part 2

**Peculiarities of learning organization / process organization:**

We meet with students 11 times during the course. During the lessons, the topic in the call will be processed. In the first part of the seminar the theoretical presentation of the material takes place, then in the second half of the course the practical processing of the topic takes place with the active participation of the students, through the performance of individual and group tasks.

**Students' tasks:**

1. **Active seminar participation (5 points)** - Students are present during the lesson, participate in the joint work, comment on the curriculum, actively participate in the tasks, try to strengthen the interactive nature of the lesson by sharing their questions and comments and sharing their professional opinions.

- 2. Creating interviews (individually) (20 points)** – The task is to conduct 2 personal interviews with salespeople. The group task is based on an interview with salespeople. Everyone must conduct two interviews individually. After selecting an industry, the group should look for interviewees. Interviewees in business need to deal with personal sales. An exception is in-store salespeople who cannot be interviewees. The audio material of the interview should be recorded, but only the transcript should be submitted. Deadline: 01/04/2022
- 3. Group presentation (45 points)** – Students are organized into groups of 3-4 people in the first seminar. The group selects an industry it likes, from which point of view it examines the specifics of sales in that area. Group members interview subjects from a jointly selected sector for an individual interview. The task of the group is to present the sales activity of the chosen industry along the dimensions acquired during the course. The guideline and the questions are prepared by the group. The duration of the presentation is 15 minutes, which, in addition to summarizing the results of the interviews, also integrates relevant industry specifics, theoretical and practical examples.
- 4. “Be a salesman” – video (30 points)** – Students are tasked with making a 2-3-minute-long video during which they become a personal salesperson. In the video, an object chosen by the student must be sold to a person who is the target group. The video doesn’t have to include anyone other than the student, but if the student wants, they can involve “supporting actors”. The point is to apply and present sales techniques in a video through the student’s own individual, creative glasses. The video format is free to choose. Video submission deadline: 01/05/2022

#### **Evaluation:**

Method of evaluation: The course ends with a practical grade. During the semester, the timing of the hearings is distributed. Active hourly attendance can be completed during the semester. Group presentations will take place during the last two seminars. The assignment takes place in the first seminar after the group formation.

During the course, student assessment is based on 4 pillars:

- 1. Active seminar participation (5 points)**
  - a. Students will attend the seminar whenever possible
  - b. The student's participation is characterized by an active presence, he/she is accustomed to the lessons and takes part in the tasks
- 2. Creating interviews (individually) (20 points)**
  - a. The student conducts the interview accurately and carefully
  - b. The transcript presents the reader with a summary of the complete and truly completed interview
  - c. The selection of interviewees is tailored to the sector selected by the group
- 3. Group presentation (45 points)**
  - a. Elaboration of the guideline of the interview, its quality and essence
  - b. An impeccable and logical summary of the results of the interview

- c. Elaboration of the topic, highlighting the essential elements, finding the right focus
- d. Logical, understandable line of thought, structure
- e. Consistent and accurate use of professional terms
- f. Depth of theoretical background / thinking framework, application of references and appropriate handling
- g. The level of group cohesion resulting from teamwork
- h. The quality and smoothness of the presentation

**4. “Be a salesman” – video (30 points)**

- a. The video is designed with care in high quality
- b. Highlights the theoretical background of personal selling, recognizes or introduces stereotypes
- c. It includes the student’s individual, creative perspective

**Evaluation criteria:**

The condition for the completion of the subject is the complete, demanding, careful preparation of all the tasks listed above and the strict observance of the deadlines.

**Calculation of grade:**

- 0-55 insufficient (1)
- 56-65 sufficient (2)
- 66-75 medium (3)
- 76-84 good (4)
- 85-100 excellent (5)

**Required reading:**

- Futrell, C. (2021). Fundamentals of selling: Customers for life through service. McGraw-Hill.
- Chet Holmes: The Ultimate Sales Machine (2007)
- Tony J. Hughes: Combo Prospecting (2018)
- Donald Miller: Building a Story Brand (2017)
- Simon Leslie: There Is No F In Sales (2019)
- Jeffrey Gitomer: Little Red Book of Sales Answers (2016)
- 37 Tips for Social Selling on LinkedIn: [https://offers.hubspot.com/social-selling-on-linkedin?hubs\\_signup-url=www.hubspot.com%2Fresources%2Fbook%2Finbound-sales&hubs\\_signup-cta=directories\\_link&\\_ga=2.120157064.1471319978.1642404972-857183993.1642404972](https://offers.hubspot.com/social-selling-on-linkedin?hubs_signup-url=www.hubspot.com%2Fresources%2Fbook%2Finbound-sales&hubs_signup-cta=directories_link&_ga=2.120157064.1471319978.1642404972-857183993.1642404972)

Recognition validation of knowledge acquired previously:

-no exemption may be granted from participation in and completion of the course

Extracurricular consultation dates and locations:

The primary form of communication is e-mail. Students are kindly requested to contact me by e-mail if they have any problems, questions or comments. Extra-curricular consultations are available on request, subject to individual consultation.