

Liverpool John Moores University

Title: SELLING AND SALES MANAGEMENT
Status: Definitive
Code: **5511CP** (103553)
Version Start Date: 01-08-2013

Owning School/Faculty: Arts, Professional and Social Studies
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ5
Credit Value: 24.00
Total Delivered Hours: 77.00
Total Learning Hours: 240
Private Study: 163

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	50.000
Tutorial	25.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group Presentation	40.0	
Essay	AS2	Group Written Report	10.0	
Exam	AS3	Examination	50.0	2.00

Aims

To develop learners' knowledge and understanding of the responsibilities of sales management.

To provide learners with an understanding of the role of the selling and sales management functions in modern business.

To equip learners with the knowledge and skills of best practice in selling and sales management.

To enable learners to undertake the preparation and delivery of a sales presentation.

To provide the appropriate learning environment for the identification of key transferable skills including communication, teamwork and analytical thinking.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the role and responsibility of a sales manager indicating best practice.
- 2 Demonstrate effective preparation for selling and negotiation from a practical and theoretical perspective
- 3 Be proficient in preparing effective sales presentation materials incorporating relevant skills.
- 4 Select appropriate selling approaches for different sales settings.
- 5 Appraise key developments that impact selling and sales management, recommending best practice activities and measures.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

GROUP PRESENTATION REPORT	2	3	
	2		
EXAM	1	4	5

Outline Syllabus

1. Sales in Context

Defining personal selling. Characteristics of modern selling. Types of selling. Qualities of successful salespeople. The role of the sales manager. Characteristics of effective sales managers.

2. The Relationship between Selling and Marketing

Place of selling in the marketing planning process. Selling and the marketing communications mix. Personal selling and social media. Factors influencing the use of personal selling.

3. Consumer and Organisational Buyer Behaviour

Environmental forces impacting on selling. Differences between consumer and organisational buying. Consumer and organisational buying processes and the role of the salesperson. Developments in purchasing practice.

4. Sales Settings

Telephone selling. Guidelines for telephone selling. Online/web selling. Exhibitions as a sales tool. Role of culture in international selling. Indirect and direct methods of organising for international selling.

5. Role of Information Technology in Selling and Sales Management

IT developments. Using internet technology to sell. Sales force automation. Customer relationship management (CRM) systems. Sales management roles and

technology.

6. Preparing for the Sales Call

Understanding the product – features, benefits, unique selling points. The customer's decision making unit (DMU). Prospecting. Understanding the market and competition. Preparing for selling and negotiation. Route planning. Time and territory management.

7. The Sales Call.

The opening. Need and problem identification. Presentation and demonstration. Dealing with objections. Negotiation. Closing the sale. Follow-up. Ethical issues.

8. Recruitment and Selection

Job description and personnel specification. Sources of recruitment. Application form and shortlisting. Interview and selection procedures.

9. Motivation and Compensation

Motivation theories. Motivation in practice. Leadership styles and characteristics. Compensation plans.

10. Training Role of Sales Training.

Developing a training programme. Evaluating training courses. Coaching

11. Organising the Sales Effort

Organisation structures. Calculating sales-force size. Territory management. Route planning. Time management.

12. Forecasting, Budgeting and Evaluation/Control.

Forecasting techniques. The sales budget. Sales evaluation process. Measures of performance. Assessment methods. Management information systems. Appraisal interviewing.

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	Jobber, D and Lancaster, G
Publishing Year	2012
Title	Selling and Sales Management
Subtitle	
Edition	9th
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Donaldson, B.
Publishing Year	2007
Title	Sales Management
Subtitle	Principles, Process and Practice
Edition	3rd
Publisher	Palgrave-McMillan

ISBN	
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Course Material	Book
Author	Miletsky, M.N. and Callander, J.A.
Publishing Year	2009
Title	Perspectives on Increasing Sales
Subtitle	
Edition	1st
Publisher	Course Technology Cengage Learning
ISBN	

Notes

This module aims to develop in learners an understanding of the selling function and its strategic relationship with marketing in a market-driven organisation. It will provide learners with an understanding of the multi-faceted role of the sales manager and will equip learners with the knowledge, skills and competences in preparing and delivering effective sales presentations in varying sales situations.