

1. Key Information		
Module Code: 13586	Module Title: SALES MANAGEMENT / DIRECCION DE VENTAS	
Credit Points: 4 ECTS	Module Status: Compulsory	Module Block: Business and management
Course Title: BSc in Engineering and Management		Module Theme: Marketing

2. Lecturer: Pablo Vergel	Tutorial Hours: Wednesday 13:00 – 15.00
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3. Required Reading:	
<i>Sales Management: Simplified</i>	Mike Weinberg
<i>Distribution Channels: Management & Sales</i>	Robert D. Hastings
<i>Predictably Irrational</i>	Dan Ariely
<i>To sell is human</i>	Daniel H. Pink
Vender es mucho más.	Cosimo Chiesa de Negri
Dirigir vendedores es mucho más.	Cosimo Chiesa de Negri
Consultative Selling	Mack Hannah
The Brand gap	Marty Neumeler

4. General overview of the module

Sales is a key issue no matter which business model or activity is involved. At the end of the day, we are selling and buying all the time, but often we are not aware what is the logic, if any, behind sales and business generation.

In this module, we will review how consumers and customers buy, the main sales management principles, the consultative sales approach, how we can run sales teams in an efficient way, how sales channels can be organized at different levels and which are the main marketing and sales strategies

5. Recommended prior knowledge	
<i>Code</i>	<i>Module</i>
13532	Marketing
13585	Customer needs

6. Module objectives – Learning outcomes	
Basic and general competences	
CB2 – The students can apply their knowledge to their work or vocation in a professional manner and have competencies typically demonstrated through the production and defense of arguments, and the solving of problems within their area of study.	
CB3 – Students have the ability to gather and interpret relevant data (normally within their field of study) to issue judgments that include reflection on relevant social, scientific and ethical issues.	
CB4 – The students can transmit information, ideas, problems and solutions to an audience, whether specialized or general.	
01 – The ability to work on teams in multilingual, multidisciplinary and multicultural environments.	
04 – Learning to analyze the different elements that converge in the making of business decisions.	
06 – The ability to make decisions in different environments, whether stable or uncertain.	
Specific competences	
02 – Interpret the impact of economic variables on business activity.	
03 – Plan the implementation of business strategies.	
04 – Understand the rationale and functioning of companies, as well as their systemic character and the processes and implications related to their development and growth.	
05 – Design strategies for managing innovation by applying the appropriate techniques, models and tools.	
08 – Know how to manage projects, being clear on the company’s organizational structure and functions.	
09 – Define companies’ potential to meet the needs of their customers.	
10 – Increase the competitiveness of organizations, production systems, services and processes, applying quality-centered principles and methods.	
12 – Manage the information of a company using the appropriate technology and systems.	

7. Teaching and learning units	
Unit	
1. Sales and business.	
1.1. General introduction	
1.2. Turnover, the bloodline of a company	

<p>1.3. Margin and volume: Turnover inside and out. 1.4. Supply and demand vs sales strategies</p>	
<p>2. Sales and channel 2.1. Long, middle and short sales channel 2.2. Channel strategies 2.3. B2B & B&C: new sales scenarios. 2.4. Market penetration, growth and stability/decline 2.5. National and international sales plans 2.6. International sales and marketing</p>	
<p>3. The principles of consultative selling 3.1. When does consultative selling makes sense? 3.2. Old School vs New School 3.3. From sales to solutions 3.4. Customer-centric and consumer today 3.5. How buyers buy: an insider look at Kraljic strategies. 3.6. Understanding customer and consumers 3.7. Brand value, communication and perception</p>	
<p>4. Managing sales and sales force 4.1. Managing agents and sales people 4.2. Teambuilding and communication 4.3. Sales, force as Internal costumers 4.4. Economic schemes: rewards and bonus 4.5. Motivation and its pitfalls 4.6. Zen team 4.7. Information, communication and training of sales teams.</p>	

8. Teaching and learning methods

Unit	Theory (Classroom)	Practical (Classroom)	Practical (Laboratory)	Practical (Classroom)	Practical (ICT)	Self-guided study	TOTAL HOURS
1.	4	3				10	17
2	6	5				20	31
3	6	5				20	31
4	6	5				20	31
TOTAL HOURS	22	18				70	110

9. Assessment

Overview	Nº of activities	Weighting (%)
1. Continuous assesment		40
Academic Assigments	Up to 2	40
2. Sumative assesment		60
Open-answer questions	Up to 1	60

Student evaluation will consist of both continuous and summative assessments:

- Continuous assessment: The submission of practical work either carried out individually or in groups and participation in the different activities both inside the classroom, such as the analysis, summation and discussion of required readings, and outside including company visits, will account for this mark. This part of the assessment carries a weighting of 40% towards the final mark.
- Summative assessment: These tests can combine both theoretical and practical content. This part of the assessment carries a weighting of 60% towards the final mark.

Continuous assessment is attendance based and non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first summative assessment and any subsequent repeat if required. The repeat will only be available at the end of the semester.

In order to pass the module an average of more than 5 in summative tests must be obtained. The final mark will be calculated by the average weightings of the summative assessment in combination with the continuous assessment. The final mark achieved must be 5 or above to pass the module.

Attendance is compulsory to ensure that you extract the most value from the module and meet the learning requirements. Therefore, session absence accounting for more than 15% of the prescribed hours will result in the inability to be awarded a mark for continuous assessment. Consequently, the maximum mark that can be achieved will be that obtained solely from the summative assessments.

Students enrolling in the module for the second time will receive specific instructions from their lecturer on what is required for them to pass the continuous assessment element. The final mark will be obtained by combining the summative assessment (80%) and the continuous assessment (20%), having to gain a final mark equal to or greater than 5 to pass the module.

All students must comply with the rules of writing, spelling and grammar in the development of their work and their assessment tests.

**Guía Docente Provisional*