

Academic Year: (2020 / 2021)

Review date: 06-07-2020

Department assigned to the subject: Department of Business Administration

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Electives ECTS Credits : 6.0

Year : Semester :

OBJECTIVES

1.- Knowledge

Concepts to fulfill the responsibility of sales management.
 Financial and accounting tools to manage the commercial strategy.
 Digital tools of commercial management.
 Basic fundamentals of presentations and business negotiation.
 Theories of team management and leadership techniques.

2. Specific skills:

Understanding of an operating account and balance sheets and analyze a pricing and margin strategy.
 Ability to use digital tools to measure marketing mix as well as customer tracking (CRM), supply chain, etc.
 Negotiation skills with ethics and value.
 Leading and managing with motivation, initiative, support to the team

3. Skills:

Problem solving and decision making.
 Interpersonal skills: Listen, argue, guide, lead and negotiate.

4. Attitudes

Acquiring an ethical behavior in management
 Ability to defend their points of view.
 Adopt a positive attitude to solve unfavorable marketing situations.

DESCRIPTION OF CONTENTS: PROGRAMME

- Topic 1 - Today's client
- Topic 2- Contemporary Sale
- Topic 3 - CRM, Sales Technology and Sales Analysis
- Topic 4 - Prospecting clients and communicating the message
- Topic 5 - Negotiation and closing of the sale
- Topic 6 - Organization of the territory
- Topic 7 - Recruitment, selection and training
- Topic 8 - Motivation and animation of sellers
- Topic 9 - Remunerate and evaluate sales
- Topic 10 - International sales prospects. Sales ethics issues

ASSESSMENT SYSTEM

The final grade of this subject is the average between the continuous assessment grade (the assessment of work developed during the course, 60%), and the grade of a final multiple-choice exam (40%). The continuous assessment grade is based on the following tasks: assignments, cases and/or mid-term exams.

To pass this subject in the first call, you need to obtain a minimum grade of 5 points (out of 10) in the final exam. In the event of failing the subject, the student can retake the exam in the second call (in Spring).

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- Diana Woodburn, Kevin Wilson Handbook of Strategic Account Management: A Comprehensive Resource, Wiley, 2015
- Doug Devitre, Screen to Screen Selling: How to Increase Sales, Productivity, and Customer Experience with the Latest Technology, McGraw Hill, 2015
- Greg W. Marshall, Mark W. Johnston Contemporary Selling, 5th Edition , Routledge, 2016
- Jason Jordan, Michelle Vazzana Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance, McGrawHill, 2011

BASIC ELECTRONIC RESOURCES

- Greg W. Marshall, Mark W. Johnston . Contemporary Selling, 5th Edition:
<http://learning.oreilly.com/library/view/contemporary-selling-5th/9781317360827/>