

TUTA2220: Sales Management and Negotiation Skills

University Teacher Katariina Pukkila-Palmunen

Industrial Management
Department of Production
Faculty of Technology
University of Vaasa

Course description 1/3

- **Code:** TUTA2220
- **Credits:** 6 ECTS
- **Prerequisites:** Basic understanding of marketing principles
- **Learning outcomes:** The student understands the process of selling and how to lead sales-team. Completed the course, you can: Analyze sales processes in organizations, identify practices of good sales management in organizations, plan, conduct and follow-up sales work, use various argumentation techniques in selling, present and argue for your sales activities and reports in written and oral communication
- **Content:** The purpose of this course is to concentrate in theories and models for personal selling, negotiation skills and sales management, which are discussed and practiced in details with industry case examples. The lectures prepare the students for field work, which take places in close cooperation with sales oriented organizations. This course is an introduction to the field of sales management including various aspects of it, e.g. sales strategy, scorecards, personal selling and team leadership. It offers a comprehensive view on contemporary sales issues and tunes in the latest discussion on value creation in selling processes and business networks. The course, which has an interdisciplinary approach, has an emphasis on sales work in practice.

Course description 2/3

- **Study Materials:**

1. Jobber, D. & Lancaster, G. (2012). Selling and Sales Management (9th Ed.). Pearson Education Ltd. Edinburgh Gate, Harlow, England.
2. The Mind of the Customer by Richard Hodge and Lou Schachter, ISBN: 0-07-147027-1, 2006, McGraw-Hill.

Additional reading will be informed in the beginning of the course by the University Teacher.

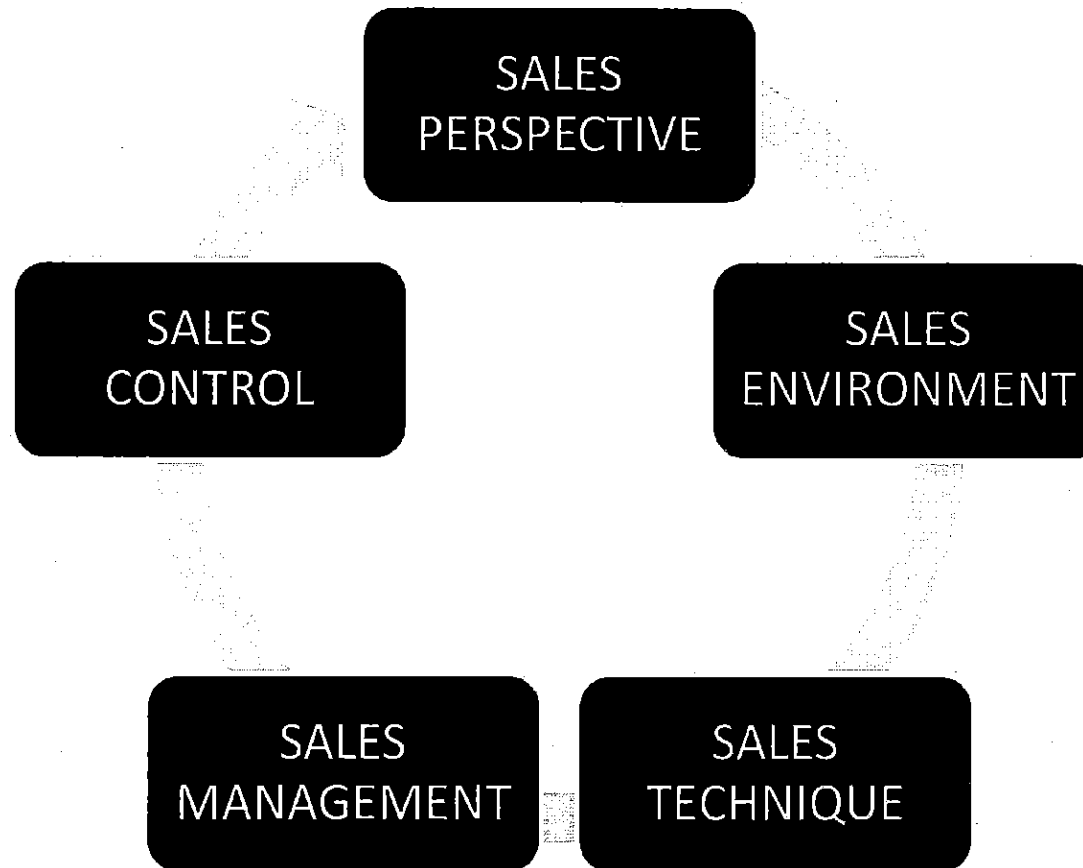
Lecture slides by the University Teacher and guest lectures.

- **Teaching methods:** 135 hours divided into: Scheduled (contact) hours: 48, Non-scheduled work: 87 (individual and group work)
- **Modes of Study:** Lectures and guest lectures, in class discussions, group assignment

Course description 3/3

- **Languages:** English
- **Grading:** Scale 1-5 or fail
- **Responsible person:** University Teacher Katariina Pukkila-Palmunen
- **Teacher:** University Teacher Katariina Pukkila-Palmunen
- **Responsible Unit:** Department of Production, Industrial Management
- **Limited number of participants:** Enrolment in this course is restricted to 55 students. Students are chosen based on their progress in past studies (number of credits) and letter of motivation.
- **Additional information:**
This course is a joint production by HANKEN, NOVIA, University of Vaasa, VAMK, and Åbo Akademi University.
- All assignments are valid for one academic year, thereafter if the course is not completed it has to be retaken.

Structure of the Lectures



Contents of the Lectures 1/2

- The Logical Flow



Contents of the Lectures 2/2

- **Corporate Level** Vision, Mission, Targets and Scorecards
- **Business Level** related Targets, Strategies, Organisation, Action Plans and Scorecards (KPP)
- **Sales Targets**, Strategy, Actions Plans, Products & Services & Solutions, Scorecards (KPP)
- **Sales Strategy:** Marget Segmentation, Strategic Market Targeting, Pricing Strategy, Sales Communication (AR)
- **Sales Process:** Opportunity Analysis, Proposal and Contract Management, Milestones and Go-No Go Decision Making Rules (KPP)
- **Sales Organisation:** Various Sales Organisation Models, Roles and Responsibilites, Compensation (KPP)
- **Sales HR:** Personalities, Recruitment, Building Trust, Raising the Attraction of the Potential Customer and Selling, Negotiating a Win-Win Deal, Closing the Deal (KPP)
- **The Mind of the Customer** – How to Accelerate the Customers Success and Bring Customer Value? (PB)
- **Negotiation Skills**, Reading the Customer, Influencing the Mind, Various Negotiation Techniques, Dealing with Difficult People (KPP)
- **Sales Forecasting**, Budgeting, Living Sales Pipelines, Probability and Risk Calculations, Reporting (KPP)
- **Sales Management:** Coaching, Motivating, Team Leading, Management, Training (KPP)
- **Creating and Implementing a Metrics-Based Sales Coaching Model** for Sales People (KPP)
- **Sales Tools and Templates** (KPP)
- **Sales Process Lifecycle:** From Opportunity Management to After Sales and Service Management (KPP)
- **Sales Development** and Partnership Concept (KPP)
- **Sales cases** from various Industries: Cases, Problems and Comments (KPP)

Lecture schedule – updated 15.11.2015

(48h)

1. 13.01.16, 09:00 - 12:00 FABF119 3h
COURSE PRACTICALITIES AND WOWS (KPP)
SALES PERSPECTIVE: Development and role in selling and marketing (KPP)
Corporate Vision, Mission, Targets and Scorecards (KPP)
2. 14.01.16, 12:00 - 16:00 FABF119 4h
SALES PERSPECTIVE: Sales strategies (Arto Rajala, VY)
3. 15.01.16, 12:00 - 16:00 FABF119 4h
SALES ENVIRONMENT: Consumer and organisational buying behaviour (Peter Björk, Hanken)
4. 20.01.16, 09:00 - 12:00 FABF119 3h
SALES ENVIRONMENT: Sales settings (KPP)
5. 21.01.16, 12:00 - 16:00 FABF104 4h
SALES ENVIRONMENT: International selling, Law and ethical issues (KPP)
6. 22.01.16, 12:00 - 16:00 FABF119 4h
SALES TECHNIQUE: Sales responsibilities and preparation (KPP)
7. 27.01.16, 09:00 - 12:00 FABF119 3h
SALES TECHNIQUE: Key Account Management (KPP)
8. 28.01.16, 12:00 - 14:00 FABF104 2h
SALES TECHNIQUE: Direct marketing (KPP)
9. 28.01.16, 14:00 - 16:00 FABF119 2h
SALES TECHNIQUE: Internet and IT applications in selling and sales management (KPP)
10. 03.02.16, 09:00 - 12:00 FABF119 3h
SALES TECHNIQUE: Personal selling and negotiation skills (KPP)
11. 04.02.16, 12:00 - 16:00 FABF141 4h
SALES TECHNIQUE: Relationship selling (KPP)
12. 05.02.16, 12:00 - 16:00 FABF119 4h
SALES MANAGEMENT: Recruitment and selection, Motivation and training (KPP)
13. 25.02.16, 12:00 - 16:00 FABF104 4h
SALES MANAGEMENT: Organisation and compensation (KPP)
14. 26.02.16, 12:00 - 16:00 FABF119 4h
SALES CONTROL: Sales forecasting and budgeting, Salesforce evaluation (KPP)