



PERSONA CIENCIA EMPRESA
UNIVERSITAT RAMON LLULL

SCHOOL OF
MANAGEMENT

Master in International Marketing & Sales Management

Selling Techniques for Business Clients

Credits: 3 ECTS
Lecturer: Carles Malet, PhD
Campus: IQS School of Management

BRIEF DESCRIPTION AND JUSTIFICATION

This course will focus on providing enough knowledge to approach business situations with a very specific sales-oriented focus, which will help to think about solutions and develop ideas with a service-oriented attitude, and communicating properly depending on the kind of clients and reactions they have.

COMPETENCIES

Customer-Oriented (CT3): At the end of the subject, students should be able to show the skills to identify and meet customer needs.

Sales-Oriented (CE8): At the end of the course students will get enough knowledge to approach business situations with a very specific sales-oriented focus, which will help them to think about solutions and develop ideas with a revenue growth driver.

CONTENTS

1. Introduction: What is selling?
2. The Sales Representative.
3. Sales Process overview.
4. Prospecting.
5. Sales call preparation.
6. Qualification. SPIN selling.
7. Customer Value Proposition.
8. Objection Handling.
9. Negotiation: Closing the Deal.
10. Farming. Strategic Account Management, Customer Impact Statement (CIS) and Customer Value Communication (CVC).

METHODOLOGY

TRAINING ACTIVITIES	ECTS credits	Competencies
Lectures presenting concepts and procedures.	0,6	CT3, CE8
Practical sessions (exercises, case studies).	0,6	CT3, CE8
Assignments by students	1,0	CT3, CE8
Seminars or tutorials.		
Personal study activities	0,6	CT3, CE8
Assessment sessions.	0,2	CT3, CE8
TOTAL	3,0	

EXPLANATION OF TEACHING METHODOLOGY

The teaching methodology used in the course is based on the combination of various learning activities. The sessions of the course will combine theoretical sessions with practical exercises, team work, case studies and oral presentations

METHODS OF EVALUATION

EVALUATION METHODS	Weight	Competencies
Final exam	30%	CT3, CE8
Partial exams		
Follow up activities (exercises, case studies, discussions,..)	30%	CT3, CE8
Homework and presentations	40%	CT3, CE8
Projects		
Participation		

LEARNING OUTCOMES

As a results of the acquisition of the subject's competences, the students will be able to:

1. Understanding the steps followed in a proper selling process.
2. Acquiring the recommended techniques and abilities to select, approach, convince and serve a potential buyer.

EVALUATION

The final grade will be the weighted average of the final exam (30%), the follow-up activities (30%) and the team presentations (40%). Regarding the final exam, a minimum of 4.0 is required in order to average with the activities in class and the team project. With regard to the follow-up activities, four practical cases will be developed in class. Finally, one sales-related project to be developed in teams will account for 40% of the final grade.

EVALUATION OF COMPETENCIES

The assessment of the CT3 competence is performed through a final course project, in which students should demonstrate that they can deploy the main learnings of the course in a simulated sales situation.

BIBLIOGRAPHY

Brooks, B., & Brooks, W. (2004). *Sales Techniques*. New York: McGraw Hill.

Jobber, D., & Lancaster, G. (2012). *Selling & sales management*. Harlow: Pearson Education.

Futrell, Ch. M. (2002). *Fundamentals of selling: Customers for life*. Boston: McGraw Hill.

Heiman, E., & Sanchez, D. (1998). *The new strategic selling*. New York: Miller Heiman.

Rackham, N. (1988). *SPIN Selling*. New York: McGraw Hill.