

Module: Sales Management

Allocation of Marks: 40% Continual Assessment
60% Final Examination

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Critically evaluate each phase of the selling process.
2. Evaluate the dynamic nature of forces which impact on customers buying decisions and determine how sales strategies are modified as a result.
3. Create a sales strategy demonstrating a range of selling skills from prospect identification to long-term relationship building and create a master selling plan.
4. Demonstrate an understanding of sales channels alternatives, challenges and selection
5. Examine the roles and responsibilities of the sales manager.

Module Objectives

This module provides learners with a clear understanding of the principles and practice of selling as a core business function. The relationship between sales management and the marketing environment is explored. Tools and techniques are examined which provide insights into methods for successful sales strategy implementation. Skills in client management to optimise sales efforts are explored.

Module Curriculum

Evolution of Selling Models That Complement the Marketing Concept

- The nature and role of selling
- Characteristics of modern selling
- The relationship between sales and marketing

Sales Settings

- Environmental and Managerial Forces That Impact on Sales
- Sales channels
- Selling services

Sales Responsibilities

- Sources of prospects
- Knowledge and self-management
- Preparation for selling and negotiating
- Relationship management

Developing a Relationship Strategy

- Creating value with a relationship strategy
- Consultative selling
- Communication styles: A key to adaptive selling

Personal selling

- The personal selling process

Developing a Product Strategy

- Creating product solutions
- Product-selling strategies that add value

Developing a Customer Strategy

- The buying process and buyer behaviour
- Organisational & Consumer buyers
- Determining customer needs

Managing the Sales Force

- Applying leadership to sales management
- Recruitment, selection and motivation
- Salesforce evaluation