

MARK5824 Sales Strategy and Implementation **Course Preview** **Semester 2, 2017**

“Everyone lives by selling something” (RL Stevenson 1892)

“The truth is that all organisations sell something, and it is usually an external or internal salesperson who facilitates this most important of commercial activities” (Kotler 2006).

This course helps students understand the organisation, planning and measurement of a company's selling efforts in B2C and B2B contexts.

Students should learn: which sales strategies and negotiation techniques suit different sales contexts; how to design strategies to grow strategic customer accounts; how to develop sales plans; and how to manage sales staff.

The course content covers:

Weeks 1-2: Sales strategy: the role of sales within marketing and a marketing organisation; and the congruence between selling strategies, business-to-business sales and customer relationship management.

Weeks 3-4: Sales processes: personal selling and key account management, including negotiation strategies, and the role of ethics and technology/software in these processes.

Week 5-6: Management of the salesforce, including recruitment, selection, training, motivation, and compensation of salespeople,

Weeks 8-10: Sales control, such as sales forecasting and budgeting, territory management, and evaluation of salespeople and the sales function.

Weeks 10-11: Factors influencing sales: eg international settings, legal aspects, and the marketing-sales relationship. (The order in which topics will be covered may change before semester starts).

The course will involve interactive discussions, including cases, debates, role plays, and multiple opportunities to apply theories. An important element of learning is a group major project simulating a typical complex sales management situation.

Tentative Assessment.

Assessment task	Approximate weight	Approximate length	Approximate due date
Tutorial application exercise	15%	1 page/case	Before/during tutorial
Situation analysis	15%	1500 words	~ Week 8
Major group project	20%	3000 words	~ Week 12
Final examination	50%	2 hours	University exam period

Textbook: J Tanner, E Honeycutt, R Erffmeyer. *Sales Management*. 2014. Pearson

Lecturer: Rita Di Mascio

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