



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code MKTG-360	Course Title Selling and Sales Management	ECTS Credits 6
Department Marketing	Semester Fall, Spring	Prerequisites MKTG-291
Type of Course Major Requirement for the Marketing Programme & Elective for all other Business Programmes	Field Marketing	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 3 rd	Lecturer (s) Ms. Ria Morphitou
Mode of Delivery Face to face	Work Placement N/A	Co-requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

- Understanding the concept and principles of Sales and Sales Mgt.
- Develop the necessary skills for planning a Sales Presentation
- Develop the necessary skills for Managing the Sales Force
- Understand Customer Relationship Mgt. and its important in making strategic decisions
- Understand the practicalities associated with the Selling and Sales Management theory implementation

Learning Outcomes:

- After completion of the course students are expected to be able to:
1. **Assess the contribution of sales to the overall promotional mix**
(students should be able to analyze the importance of the promotional mix and especially the importance of personal sales)
 2. **Demonstrate personal sales skills**
(students should be able to demonstrate personal selling skills through various teaching methods)
 3. **Be able to plan a sales presentation**
(students will assess the knowledge in an effort to prepare a sales presentation and explain its relationship to the overall communication mix)
 4. **Assess the implications of sales in the international market**
(students should be able to analyze the uniqueness of every international market and the challenge for every sales person in the international field)
 5. **Analyze the contribution and importance of the sales unit within the Marketing department**

(students should be able to analyze the importance of the various activities in IMC and how Personal Sales affects its success)

6. **Be able to prepare an effective sales department**

(students should develop the skills to organize and manage a sales force)

7. **Be able to recruit, motivate, and train the sales force**

(students must illustrate that managing a force team requires the knowledge to recruit, motivate and train its employees for sales success)

8. **Design a compensation and evaluation plan**

(students must revise the necessary knowledge of the evaluation and compensation methods for the sales force which should be incorporated in the overall HR strategy of the department)

Course Contents:

1. **The sales perspective:** Sales and Selling management is often a very complex process, involving the use of a whole set of principles, techniques and substantial personal skills
2. **Sales strategies and techniques:** The planning process can be described through the acronym MOST which describes the process from the general to the specific: mission, objective, strategy and tactics
3. **The personal selling process:** The degree to which salespeople practice the marketing concept by trying to help their customers make purchasing decisions that will satisfy their needs
4. **Preparation:** prospecting and approaching: Half of the success of a sales presentation is doing your research and getting ready for it. Prospecting is the process of finding new customers.
5. **Presentation and handling objections:** A sales person must be able to produce a sales presentation that will eventually influence the consumer to buy. Part of this presentation is handling possible consumer objections.
6. **Closing, confirming and after-sale follow-up:** The last and most important part of the sales presentation is the closing. This is the stage where
7. **Relationship selling:** Building a relationship with the customer by offering quality products and services through innovation
8. **Retail and e-store selling:** Developments in information technology have improved communication between salespeople and customers. On the other hand however, e-selling has affected retail sales and changed consumer purchasing behaviour
9. **Managing the sales force:** A major challenge for a sales manager is to direct and coordinate a number of creative people. That incorporates however the recruitment, training, motivation, compensation and evaluation of the sales force.

Learning Activities and Teaching Methods:

Lectures, Presentations, Practical Exercises and Assignments.

Assessment Methods:

Homework, Project, Mid-Term, Final Exam.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Jobber, David and Lancaster, Geoffrey	Selling & Sales Management	Prentice-Hall, 7 th edition	2007	0-07-226215-X

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
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Charles Futrell	Fundamentals of Selling	McGraw Hill, 11 th Edition	2009	13-97800073381121
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