



APPLIES TO ACADEMIC YEAR  
2002/2003

## MRK 9910 Account Management and Personal Sales

### Program

The Bachelor's Program in Marketing - Internationalization and Management

### Responsible for the course

Gorm Kunøe

### Department

Marketing

### Term

Fall

### ECTS Credits

9

### Objective

To view all customers as identical belongs to the past. Today the suppliers' organisation evaluates the customer on an individual basis, in order to give the support the status of the customer justifies.

Personal sales, sales support, sales management and aftermarketing executed in an individualised manner, are increasingly being focused on by companies in the industrial market as a precondition for profitable development and growth. Losing a customer because the customer feels neglected by his supplier is mortal for companies of today. We are in a decade where words like "taking care of", "building relations" need to be accomplished as a sales function by the company.

The aim of this course is to teach students how you develop important customers through targeted and active relationship building and sales work.

Key Account Management is an important topic within Account Management. Key Account Management will be discussed in-depth in order to teach the students the role of the Key Account Manager.

### Prerequisites

General knowledge of subjects in the fields of marketing and business administration.

### Compulsory literature

Vavra, T. G. 1995. *Aftermarketing : how to keep customers for life throug relationship marketing*. rev. and updatet. New York: McGraw-Hill.

Blackstone, A. L. 1995. *Manage globally, sell locally: The art of strategic account management*. Burr Ridge, ILL.: Irwin.

Berg, P.A. 2000. *Kunsten å selge* . 2. utg. Oslo : Cappelen akademisk forlag.

Kunøe, G., red. 1999. *Artikkelsamling i Account management og relasjonsmarkedsføring* . Sandvika: BI Forlag.

### Recommended literature

McDonald, Malcolm, Beth Rogers and Diana Woodburn. 2000. *Key customers - How to manage them profitably*.

Oxford: Butterworth-Heinemann.

### Course outline

1. Theroretical and empirical introduction to account management, relationship marketing and personal sales.
2. The strategies behind account management and aftermarketing.
3. Customer teams: Their formation and their functioning
4. Support functions to account management
5. The process of managing customers

- \* Gathering data
- \* Planning
- \* Budgeting
- \* The learning process
- 6. Customer dialogue.
- 7. Operational planning of customer development
  - Sales strategy
  - The role of the salesperson and his/her personal qualities
  - The psychology of the sale
  - Sales techniques
  - The closing of the contract
  - Effectiveness and personal planning
- 8. Key Account Management
  - \* The Key Account Manager's position in the firm
  - \* The Key Account Manager's role towards the customer
  - \* Organising for the Key Account Management function
- 9. IT-systems to sales support
- 10. The development of an account management function in the company.
  - \* Strategies
  - \* Organisation
  - \* Performance
  - \* Staffing
- 11. Control and management by key figures
- 12. The presentation and presentation techniques

#### **Computer-based tools**

The students will have a demonstration of a "high-end" sales management software. There will be opportunities for particularly interested students to use this software.

#### **Course structure**

The course will be taught during 54 hours of lecturing and the students' own group work.

#### **Evaluation**

The evaluation of the course is a four-hour written examination.

#### **Evaluation code(s)**

MRK 99101 Account Management and Personal Sales - written examination, accounts for 100% of the final grade in the course MRK 9910, 3 credits.

#### **Aids at the examination**

No aids are allowed.

#### **Makeup exam**

A makeup exam is held at the end of the next course.