



APPLIES TO ACADEMIC YEAR 2011/2012

VHL 3681 The customer meeting – sales and service in retailing

Programme

Bachelor in Retail Management (3. year)

Responsible for the course

Gorm Kunøe

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The sales experience is vital to the existence of any market-dependent company, and the sales force constitutes the power that in practice must secure revenue and build the store as a brand. Understanding the importance of communication as an active means to persuade and influence existing and potential new customers in a wanted direction is part of the sales term.

Learning outcome

The course shall give the students the competence to complete sales processes, and give the students a good understanding of the most costly and at the same time most effective marketing tools a company has at its disposal.

Acquired knowledge

- An understanding of what it means in practice to gain the competence that enables the student to function as a professional sales person.
- Competence that enables the student to establish and develop customer relations in retailing.
- Ability to develop an individual training plan

Acquired skills

The students must be made able to contact prospects and to go through an optimal sales process in the shop.

Reflection

- During the course the student will be taught to understand that the sales person is indispensable to the shop, and that at the same time he/she is an active brand builder towards new and existing customers.
- Through a professionalizing process the course shall establish a critical and constructive attitude to retail sales.
- During the course students shall develop a good understanding for the ethical side of the sales process.

Prerequisites

Compulsory reading

Books:

Cialdini, Robert B. 2011. Påvirkning : teori og praksis. 2. utg. Abstrakt forlag
Petersen, Eirik. 2009. Nå dine salgsmål! : grunnleggende salgsteknikk for alle som jobber med kunder. Universitetsforlaget

Recommended reading

Books:

Berg, Petter A. 2009. Kunsten å selge: Etablere, beholde og utvikle kunderelasjoner. 4. utg. Cappelen akademisk forl

Manning, Gerald L., Barry, L. Reece, Michael Ahearne. 2011. Selling today : creating customer value. 12th ed. Pearson Education International
O'Keefe, Daniel. 2002. Persuasion : theory & research. 2nd ed. Sage Publications

Course outline

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course consists of 36 hours of class room teaching and group work during one semester.

| Activity | Hours |
|-----------------------------------------------------------------|--------------|
| Participation in the class room | 36 |
| Preparations for the lectures | 24 |
| Solving tasks – "mystery shopping" and training with storyboard | 40 |
| Reporting - submission | 18 |
| Miscellaneous/preparing for the examm | 34 |
| Total recommended use of time | 200 |

Use of hours

36 hours - Lectures with dialogue and small group cases

9 hours - Coaching seminars in writing a project report

45 hours total

Examination

A four-hour individual written examination concludes the course..

Examination code(s)

VHL 36811 - Written examination counts 100% towards the final grade in VHL 3681 The Customer Meeting – Sales and Service in Retailing, 7,5 credits.

Examination support materials

No support materials allowed.

Re-sit examination

Re-sit examination is offered every term.

Additional information