



APPLIES TO ACADEMIC YEAR 2014/2015

MRK 3501 Professional Sales and Negotiations

Programme

Bachelor of Marketing Management (2. 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 salesperson is a central competitive factor for the company. The seller is the one who in practice shall materialize the company's goal and strategies. The sales term include personal communication and negotiation skills as active means to gain a wanted change in the customer's or the supplier's buying behavior. Selling is "to be or not to be" for every company, and every industrial sales has an element of negotiations. Thus the course in professional sales and negotiations combines two important competence areas for everybody who shall function in the sales - and market department of a company, and want to develop as professional salespersons. To build relations is a essential success factor within industrial sales and negotiations, therefore relationship building and management is a "red thread" throughout the course. **The goal of the course** is to bring the students to a competence level that enables them to plan and carry out professional B2B sales and the connected negotiations.

Learning outcome

Acquired knowledge

After completing the course, students will understand in practice what it means to sell professionally, and negotiate with customers. Knowledge about how to function as a B2B-salesperson and negotiator. The students should have:

- A basic understanding how to carry out effective sales processes
- Good understanding how to carry out effective sales processes
- Knowledge of different types of organization of sales
- Knowledge how to analyze a negotiation situation and know about the most common negotiation techniques and tactics

Acquired skills

The students develop skills in:

Being able to contact possible customers and carry through a sales - and negotiation process.

Be able to develop a sales plan that fulfills activity goals set by the sales management, carry out the planning of customer relations and negotiate expected solutions

1. Be able to produce a sales - and negotiation plan
2. Be able to carry through sales and negotiations
3. Develop the basis for handling typical sales - and negotiation situations

Reflection

During the course the student should develop a professional, critical and constructive attitude towards the competence areas of sales and negotiations. Student should be able to reflect about the juridical and ethical boundaries for sales - and negotiation techniques, and through the course develop a good understanding for the ethical side of sales and negotiations.

Prerequisites

Compulsory reading

Books:

Kunøe, Gorm. 2014. *Topplinje : om effektivitet i profesjonelt salg*. ScanForum AS
Rognes, Jørn K. 2008. *Forhandlinger*. 3. utg. Universitetsforlaget

Collection of articles:

Gorm Kunøe. 2015. *Artikkelsamling til Profesjonelt salg og forhandlinger*. Artiklene kan lastes ned fra bibliotekets hjemmeside..

- Geiger, Susi og Guenzi, Paolo (2009) "The Sales function in the twenty-first century: where are we and where do we go from here?" European Journal of Marketing. 2009. Vol. 43
- Hansen and Riggle (2009) "Ethical salesperson behaviour in sales relationships," Journal of Personal Selling & Sales Management, vol. XXIX, no. 2
- Ahearne, Rapp, Mariadoss and Ganesan (2012) "Challenges of CRM implementation in B2B markets: A contingency perspective," Journal of Personal Selling & Sales Management, vol. XXXII, no. 1
- Marshall, Moncrief, Ruud and Lee (2012) "Revolution in Sales\ The impact of social media and related technology on the selling environment," Journal of Personal Selling & Sales Management, vol. XXXII
- Frank Q. Fu, Richards, Keith A. og Jones, Eli (2009) "The Motivation Hub: Effects of Goal Setting and Self-Efficacy on Effort and New products Sales", Journal of Personal Selling & Sales Management, Vol. XXIV, no.3 (Summer 2009)

Recommended reading

Books:

Manning, Gerald L., Barry, L. Reece, Michael Ahearne. 2012. Selling today : partnering to create value. 12th ed., International ed. Pearson

Petersen, Eirik. 2009. Nå dine salgsmål! : grunnleggende salgsteknikk for alle som jobber med kunder. Universitetsforlaget

Course outline

1. Introduction to business-to-business sales (B2B)
2. The salesperson in B2B
 - a. Personal development processes
 - b. The internal cooperation
3. Sales processes
4. Sales communication
5. Organising the selling
 - a. Self management
6. Account management and key account management
7. Sales planning
8. Relationship development and CRM
9. Introduction to negotiations
10. Negotiation former
11. Negotiation planning
12. Communication in negotiations
13. Professional selling and negotiations

Computer-based tools

No special software will be used in the course. The students will have demonstrated one of the most used CRM systems.

Learning process and workload

The course consists of a combination of lectures, group work (33 hours) and exercises in use of a CRM system

There is one hand-in paper in the course related to solving a practical case related to the use of CRM in sales management. The paper can be solved as group work (up to three students) or as an individual piece of work.

Recommended use of hours:

Activity	Use of hours
Participation in lectures	42
Preparation before and work after lectures	75
Practice with a CRM system (individual and groups)	40
Writing a case	8
Miscellaneous and preparation for the exam	44
Total recommended use of hours	209

Use of hours

33 hours - lectures with dialogue and small group assignments
 9 timer - presentation seminars where a CRM system will be demonstrated
 3 timer - Assessment of students' essays - coordinated feedback
 48 timer totalt

Coursework requirements

There are one hand-in papers in the course. The students can work individual or in groups up to 3 students.

Examination

A four weeks project paper concludes the course. The project paper can be solved individually or in groups of up to three students

Examination code(s)

MRK 35011 - Project paper, counts 100 % to obtain final grade in the course MRK 3501 Professional Sales and Negotiations 7.5 credits.

Examination support materials

All support materials are allowed for the term paper.

Re-sit examination

A re-sit examination is offered every term.

Students that have not got approved of the mini-exercises must re-take the exercise during the next scheduled course. Students that have not passed the Project paper or who wish to improve their grade must re-sit the examination in connection with the next scheduled examination.

Additional information