



## 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 an 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

<b>knowledge</b>	<b>Acquired</b>
completing til 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:	After
understanding how to carry out effective sales processes	- A basic
understanding how to carry out effective sales processes	- Good
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	-
 <b>skills</b>	 <b>Acquired</b>
students develop skills in:	The
to contact possible customers and carry through a sales - and negotiation process.	Being able
develop a sales plan that fulfills activity goals set by the sales management, carry out the planning of customer relations and negotiate expected solutions	Be able to
to produce a sales - and negotiation plan	1. Be able
to carry through sales and negotiations	2. Be able
the basis for handling typical sales - and negotiation situations	3. Develop
	<b>Reflection</b>
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,	During the

and through the course develop a good understanding for the ethical side of sales and negotiations.

### Prerequisites

No special previous knowledge is required for taking this course.

### Compulsory reading

#### Books:

Kunøe, Gorm. 2014. Topplinje : om effektivitet i profesjonelt salg. ScanForum

Rognes, Jørn Kjell. 2015. Forhandlinger. 4. utg. Universitetsforlaget

#### Collection of articles:

Gorm Kunøe. 2015. Artikkelsamling til Profesjonelt salg og forhandlinger. Artikkene 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. 2014. Selling today : partnering to create value. 12th ed., New 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 and exercises in use of a CRM system (total 42 hours)

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
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Participation	42
Preparation before and work after lectures	75
Presentation of CRM system and CRM-case	9
Hand-in CRM-case	8
Examination (project paper)	66
<b>Total recommended use of hours</b>	<b>200</b>

### 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 and feedback

45 timer totalt

### 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.

### Additional information