

TDSM1220: SALES

Objective of the course

The goal of the course is to introduce students to the basic models, concepts and methods of a sales strategy. Coping with these competencies can be used to create considerable potential for business success. Students learn to holistically plan and design the sales process. This applies to both, the planning process of sales and to the development of personal selling capabilities. The acquired competences have to be demonstrated by presenting a multimedia-based documentation.

Subjects covered

Linking Marketing and Sales, Customer Relationship Management, Customer Care Management, Lead Management, Direct Marketing, The Sales Process, Negotiation Skills

Literature

Auerbach, H.: Der Unternehmer auf dem Vertriebsparkett, oder: Der Tanz mit den Kunden, in: Zdrowomyslaw, N. (Hrsg.): Grundzüge des Mittelstandsmanagements, Gernsbach 2013, S. 161-179

Calvin, R.J.: Sales Management

Good, B.: Prospecting Your Way to Sales Success

Kennedy, D.: The Ultimate Sales Letter: Attract New Customers. Boost Your Sales: Attract New Customers, Get Face Time, Boost Your Sales

Hofbauer, G.; Hellwig, C.: Professionelles Vertriebsmanagement, 2. Aufl., Erlangen 2009

Webb, M.J.; Gorman, T.: Sales and Marketing the Six SIGMA Way

Rackham, N.: Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value

Roberts, R.R.; Kraynak, K.: 52 Weeks of Sales Success: America's #1 Salesman Shows You How to Send Sales Soaring!: America's Number One Salesman Shows You How to Send Sales Soaring

Schiffman, S.: The #1 Sales Team: Superior Techniques for Maximum Performance

TDSM1220: Sales

- Sep 26 | Overview: Content and Structure of Lecture; Applied Sales Models
Demand: Analyzing Customers and Creating Demand
- Oct 3 | no lecture, public holiday
- 10 | guest lecturer; potential auxiliary dates for my lecture: 26.10. or 8.11. or 9.11.
- 17 | Intelligence: Market Potential, Trends, Outsmarting
- 24 | Strategy: Sales Funnel and Lead-Generation
- 31 | no lecture, public holiday
- Nov 7 | Commitment: Sales Presentation, Handling Objections
- 14 | Ongoing Business: cross-selling, up-selling, Customer Retention
- 21 | Seminar Week
- 28 | Storyboard - Shooting Footage - Final Cut
- Dec 5 | Storyboard - Shooting Footage - Final Cut
- 12 | Storyboard - Shooting Footage - Final Cut
- 19 | Presentation
- Jan 9 | 360 Degree Feedback; there might be an excursion (still up in the air)