

Module Outline

Module Code : MKT4415J/MKT4761D
Module Title : SIM: Personal Selling & Sales Management
Semester : Semester I, AY2122
Faculty : Dr Samer Hajjar
Department : Marketing
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URL : <https://bschool.nus.edu.sg/marketing/faculty>

Overview

This course provides students with an overview of the theory and practice of personal selling and sales management. The objective of this course is to develop skills and competencies that allow students to manage sales territories, and provide them with a set of unique techniques that students will develop to enable them to build successful sales careers.

This course will focus on how technology is changing the customer's buying process and consequently the sales strategy of the organization. Over the semester, you will learn to understand how different technologies are shaping the sales domain. Course content includes topics on marketing automation, lead generation/nurturing, account-based marketing, customer relationship management (CRM), sales enablement, data analytics, Internet of Things (IoT), etc...

Module Objectives

By the end of this course, students should be able to:

1. Explore the notions of sales management.
2. Identify the various aspects of salesperson performance.
3. Explore sales technology tools.
4. Understand the process of negotiation, closing methods, and time and territory management.

General Guide & Reading

Textbook: Jobber, D., & Lancaster, G. (2019). Selling and sales management. Pearson Education.

Assessment

Assessment Components	Weightage
Test	25%
Essay 1	25%
Essay 2	25%
Sales Competition	15%
Class Participation	10%

Essay 1: Motivation in Sales Management

This assessment is a group assessment and requires the students in groups to write an essay of 1500 words. Students will work in their groups (groups of 3 members) to discuss the role of motivation in sales management. This will include:

1. The principal drivers of salesperson motivation.
2. The principal outcomes of salesperson motivation.
3. The salesperson's motivation trends.

This assessment is worth 100 marks and is 25% of the overall marks for the course. The essay should be typed and double-spaced on standard A4-sized paper (8.27" x 11.69"), with 1" margins on all sides. Students should use a clear font that is highly readable. APA recommends using 12 pt. Times New Roman font. The sources should be cited in APA format.

Essay 2: Sales Territories

This assessment is a group assessment and requires the students in groups to write an essay of 1500 words. Students will work in their groups (groups of 3 members) to discuss the sales territories. This will include:

1. The definition of sales territory.
2. The sales territory strategies
3. The role of technology in sales territory.

This assessment is worth 100 marks and is 25% of the overall marks for the course. The essay should be typed and double-spaced on standard A4-sized paper (8.27" x 11.69"), with 1" margins on all sides. Students should use a clear font that is highly readable. APA recommends using 12 pt. Times New Roman font. The sources should be cited in APA format.

Sales Competition

NUS virtual sales competition is a one-day, virtual fast-paced mock sales role-play competition where NUS students demonstrate their talents and skills to international and national industry leaders. Each competitor in round 1 will be given 15 minutes to role play with a buyer. The top 3 scoring students will advance to the final round. Each competitor will be given instructions and ZOOM ahead of time for this virtual event.

Academic Honesty & Plagiarism

Academic integrity and honesty are essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is "the practice of taking someone else's work or ideas and passing them off as one's own" (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You must make clear to the assessor which is your work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

About me

I was born and raised in Lebanon. I am very grateful that I have academic experience in three continents: Asia, Europe, and North America. I earned my Doctorate in Marketing from EM Strasbourg Business School- University of Strasbourg (France). I provide consulting in strategic management and Marketing and works in this capacity with partners from the Middle East, Europe, and Africa. I am also an active researcher with research works in international refereed academic journals and presentations in top-refereed conferences. I published two books in Marketing with decent international success.

Schedule and Outline

Lesson/ Week	Topic	Chapter	Activity (preparation / cases & assignments / follow-up readings & resources)
1	Development and role of selling in marketing	1	
2	Sales strategies	2	Case Study: Innovation, Co-Creation, and Design Thinking: HowSalesforce's Ignite Team Accelerates Enterprise Digital Transformation
3	Consumer and organizational buyer behaviour	3	
4	Sales Settings	4	
5	International Selling	5	Deadline of Essay 1
6	Sales responsibilities and preparation	6	Reading: Badrinarayanan, V., Ramachandran, I., & Madhavaram, S. (2019). Resource orchestration and dynamic managerial capabilities: focusing on sales managers as effective resource orchestrators. Journal of Personal Selling & Sales Management, 39(1), 23-41.
RECESS WEEK			
7	Personal Selling Skills	7	
8	Key Account Management	8	Reading: Guesalaga, R., Gabrielsson, M., Rogers, B., Ryals, L., & Cuevas, J. M. (2018). Which resources and capabilities underpinstrategic key account management?. Industrial marketing management, 75, 160-172.
9	Relationship Selling	9	Case Study: HubSpot and Motion AI: Chatbot-Enabled CRM
10	Internet and IT applications in selling and sales management	10	Deadline of Essay 2
11	Sales Management: Organisation and compensation	10	Reading: Banerjee, S., & Bhardwaj, P. (2019). Aligning marketingand sales in multi-channel marketing: Compensation design for online lead generation and offline sales conversion. Journal of Business Research, 105, 293-305.
12	Sales Competition		
13	Conclusion and Test		