

Module Outline

Module Code : MKT4722
Module Title : Personal Selling & Sales Management
Semester : Semester 1, AY 2022/2023
Faculty : Dr Samer Hajjar
Department : Marketing
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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 managesales teams, and provide them with a set of unique techniques that students will develop to enable them to build successful sales careers.

This course will also 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, social selling, customer relationship management (CRM), sales enablement), 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. Understand the process of negotiation, closing methods, and time and territory management.
4. Explore sales technology tools.

General Guide & Reading

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

Assessment

Assessment Components	Weightage
Test	25%
Essay 1	20%
Essay 2	20%
Sales Competition	20%
Class Participation	15%

Essay 1: Sales Enablement

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 enablement tools.

This will include:

1. The main sales enablement tools.
2. The sales enablement strategy process
3. The role of technology in sales enablement

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 Analytics

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 sales analytics. This will include:

1. The definition of sales analytics.
2. The importance of sales analytics.
3. The sales analysis process: how to run a sales data analysis?

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 sales competition is a one-day, fast-paced mock sales role-play competition where students demonstrate their talents and skills to international and national industry leaders. Each student in round 1 will be given 10 minutes to role play with a buyer. The top 3 scoring students will advance to the final round. Students will be given instructions ahead of time for this 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 NewOxford 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 work 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: How Salesforce'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. <i>Journal of Personal Selling & Sales Management</i> , 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 underpin strategic key account management?. <i>Industrial marketing management</i> , 75, 160-172.
9	Relationship Selling	9	Guest Speaker
10	Sales Technology: Internet and IT applications in selling and sales management	10	Deadline of Essay 2
11	Social Selling & CRM	11	Applications on LinkedIn and Salesforce
12	Sales Competition		
13	Test		