

H8SLM: Sales Management

Module Code:	H8SLM
Long Title	Sales Management APPROVED
Title	Sales Management
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	MICHAEL BANE
Module Author:	MICHAEL BANE
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Explain sales management principles, skills and techniques in different organisational contexts
LO2	Recognise the importance of relationship building and relationship selling over more transactional driven sales.
LO3	Understand the theories and frameworks associated with Sales Management that underpin the behaviour of successful salespeople
LO4	Demonstrate self-confidence and an awareness of the importance of self-presentation (body language, dress, tone and speed of voice etc.) through creating video pitches and class presentations
LO5	Recognise the importance of leading and motivating a sales team through use of leadership frameworks and motivation theories.
Dependencies	
Module Recommendations	
19142	Integrated Marketing Communications
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Introduction to Selling and Sales Management n/a			
B2B Markets n/a			
Relationship Marketing n/a			
The Seven-Step Sales Process n/a			
Non Verbal Communications n/a			
Presentation Skills n/a			
negotiation Skills n/a			
Recruiting a Sales Team n/a			
Managing and Leading a Sales Team n/a			
Motivating a Sales Team n/a			
Sales Team Organisation and Compensation n/a			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	CA 1	% of total:	20
Assessment Date:	n/a	Outcome addressed:	1,2,4
Non-Marked:	No		
Assessment Description: Students are asked to make a 2-3 minute video 'elevator pitch' for a home robot. A detailed brief and rubric is provided. Students are asked to emphasise benefits, not features and told that the goal of the pitch is to be invited to the customer's home to do a demonstration of the robot – the goal is NOT to make a sale at this point so not to be pushy or 'slick', but relatable and informative. The video is done individually and worth 20%.			
Assessment Type:	Assignment 2	% of total:	20
Assessment Date:	n/a	Outcome addressed:	1,2,4
Non-Marked:	No		
Assessment Description: Groups receive access to approx. seven or eight videos and they must helpfully critique the pitches using a rubric but also their own lived experience of making a video pitch themselves.			
Assessment Type:	Assignment 3	% of total:	60
Assessment Date:	n/a	Outcome addressed:	1,2,3,5
Non-Marked:	No		
Assessment Description: Small Group Assignment – three students max, a pair also acceptable. The groups take on the role of a Sales Manager and must recruit and train a salesperson. They must outline the training programme and how they will motivate, lead, compensate and evaluate the salesperson. This is a theoretical piece of work and students must demonstrate extensive engagement with the textbook, lecture slides and readings.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Repeat failed items <i>The student must repeat any item failed</i>			
Reassessment Description A learner who fails an assignment will be given a new piece of work to complete. Students who fail to attempt an assignment may be given the original piece of work.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	24	Per Semester	2.00
Tutorial	No Description	12	Per Semester	1.00
Independent Learning	No Description	89	Per 15 week block	5.93
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
Jobber, Lancaster and Le Meunier-Fitzhugh. (2019), <i>Selling and Sales Management</i> , 11th Ed..	
<i>Supplementary Book Resources</i>	
Gerald Manning and Michael Ahearne. (2018), <i>Selling Today: Partnering to Create Value</i> , Fourteenth Edition.	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
Harvard Business Review. Journal of Personal Selling and Sales Management.	
Discussion Note:	