

H9SMC: Selling to the Modern Customer

Module Code:	H9SMC
Long Title	Selling to the Modern Customer APPROVED
Title	Selling to the Modern Customer
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	Louise (F) Maguire
Module Author:	DAVE CORMACK
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	Demonstrate a detailed understanding of the account management process
LO2	Develop a comprehensive and insightful appreciation of the management and application of the fundamental tools and processes of sales campaign planning.
LO3	Demonstrate an understand of how technology is used to enhance the organizations sales effectiveness
LO4	Compare and contrast the different sales techniques for selling services and physical products
LO5	Demonstrate a critical awareness of the complexity of the key account management process.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Modern Selling - Customer retention and deletion - Database and knowledge management - Customer relationship management - Marketing the product - Solution selling - Consultative selling - Satisfying needs and adding value			
Sales Strategy - Translating corporate strategy into sales strategy - Sales strategy lifecycle - Assessing environment - Evaluation of organization - Competitive analysis - Developing buyer personas - Developing a roadmap - Communicating sales strategy			
Sales Settings - Forces affecting selling, behavioural, technological, managerial - Sales Channels - Industrial/Commercial/Public Authority selling			
Sales Forecasting - Overview of forecasting techniques - Forecasting for new products - Forecasting for established products - Qualitative techniques - Quantitative techniques			
Personal Selling Process - Opening - Need and problem identification - presentation and demonstration - Dealing with objectors - Negotiation - Closing - Follow up			
Key Account Management - Selecting key accounts - Relational development model - Managing global accounts - Developing key account objectives and strategies - Strategic key account planning - Risk management for key accounts			
The Buyer Perspective - Customer drivers - Cost reduction - Risk Reduction - Buying company strategies - Supply chain integration - Matching strategies - Balance of power			
Relationship Selling - What is relationship selling - Building relationships - Managing relationships - Contact mapping - Needs assessment - Client integration - Customer contact management - Assessing potential - Identifying key decision makers			
Selling Across Borders - Economic factors - Cultural factors - Intermediaries - Distributors - Direct methods of overseeing selling - Pricing -			
Services Selling - Service Operation - Service Design & Managing the Physical Setting - Innovation, IT and Service Management - Developing & Implementing Communications Strategies - Service Pricing Policy - Devising Service Recovery Strategies - Defining Service Growth Strategies - Developing Sales Strategies for Services Businesses			
Managing the Sales Team - Recruitment and selection of sales professionals - Structuring the Sales organization - Motivation, training, and development in a sales setting - Compensation and reward			
Evaluation - Setting performance standards - Measuring results - Quantitative measures - Qualitative measures			
Technology for Sales - E-commerce - Customer relationship management - Automating the sales force - Technology enabled selling - Supply chain management - Pipeline management - Using technology to optimize selling			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assignment 1	% of total:	70
Assessment Date:	n/a	Outcome addressed:	1,3,4
Non-Marked:	No		
Assessment Description: Learners will be asked to analyze a sales campaign and use the course materials to provide a critique and make recommendations as to how the process could be improved for the future. The programme team will select a suitable case study to provide the background information for this assessment.			
Assessment Type:	Assignment 2	% of total:	30
Assessment Date:	n/a	Outcome addressed:	2,5
Non-Marked:	No		
Assessment Description: Learners will be asked to construct a key account plan, describe a proposed sales campaign and provide a detailed campaign plan.			
No End of Module Assessment			
No Workplace Assessment			

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Module Workload	
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Module Target Workload Hours	0 Hours
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Module Resources	
<i>Recommended Book Resources</i>	
David Jobber. Selling and Sales Management., FT Press, [ISBN: 9780273762652].	
Diana Woodburn, Malcolm McDonald. Key Account Management, Wiley, p.486, [ISBN: 9780470974155].	
<i>Supplementary Book Resources</i>	
Lynette Ryals, Malcolm McDonald. Key Account Plans, Butterworth-Heinemann, p.408, [ISBN: 9780750683678].	
by Roger Fisher and William Ury, with Bruce Patton, editor. (1991), Getting to yes, Penguin Books, New York, N.Y., [ISBN: 0140157352].	
Diana Woodburn, Malcolm McDonald. Key Account Management, Wiley, p.486, [ISBN: 9780470974155].	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
[Journal], Routledge. The Journal of Personal Selling and Sales Management.	
[Website], Unavailable, http://www.salesandmarketing.com	
[Website], Unavailable. Unavailable, http://www.salesmanagement.org	
[Website], Unavailable, http://www.sellingpower.com	
Discussion Note:	