Sales and Pricing

**Course Description**

Establishing and maintaining a competitive customer interface is one of the major challenges for a company to ensure successful revenue and profit management. This course introduces students to the levers for optimizing the customer interface. Such levers include advanced methods of market and customer segmentation, channel management including the design, setup, and optimization of a customer-oriented sales organization (e.g., key account management), practices for sales-force-effectiveness, sales optimization levers (e.g., for customer penetration), and methods for price-differentiation and -realization. The course incorporates case studies and practice-related data and, for each optimization lever, students are introduced to a comprehensive toolbox approach. The toolbox for each lever contains the required theory, a set of basic analyses, and the application of best-practice examples and metrics.

**Contents**

1. Segmentation
   1. Customer Segmentation
   2. Selection of Market Segments for Market Entry
   3. Development of Market Segments
2. Channel Management
   1. Distribution System as a Function of the Products Sold
   2. Selection of Distribution Partners
   3. Professionalization and Mobilization of Distribution Partners
   4. Control of Distribution Partners
3. Sales Force Effectiveness
   1. Sales Strategy
   2. Sales Process
   3. Sales Organization
   4. Sales Information and Management Systems
   5. Sales Controlling
4. Sales Optimization Levers
   1. Key Account Management
   2. Proactive Sales
   3. Value-Based Selling
   4. Online Sales Tools
5. Fundamentals of International Pricing
   1. Pricing Strategies
   2. Pricing for Market Segments
   3. Transaction Pricing and Managing the Price Waterfall
   4. Price Differentiation and Standardization in an International Context
6. Special Topics in International Pricing
   1. Gray Markets
   2. Transfer Pricing
   3. Price Wars
   4. Innovative Pricing Methods
   5. Risks in International Business