Applied Sales II

**Course Description**

The course Applied Sales II builds on the basics taught in the course Applied Sales I and broadens and deepens the concepts. The course starts by examining in more detail the tension between marketing and sales. Next, essential background and central target figures for successful sales management (e.g., customer satisfaction, loyalty, and the customer life cycle) are derived and operationalized to create the basis for efficient and effective customer relationship management. As the process progresses, the focus turns to mental processes and general consumer behavior. In addition, strategies and paths to successful negotiation are deepened and supplemented by using convincing communication techniques. The course concludes with a case study during which the students can apply what they learned in a practical manner.

**Contents**

1. Marketing and Sales
   1. Marketing and Business Philosophy
   2. Sales Marketing in Different Economic Sectors
   3. Relationship Marketing
   4. (International) Marketing and Sales Integration
2. Customer Satisfaction as a Success Factor
   1. Customer Relationship Management
   2. Customer-Orientation Success Chain
   3. Customer Relationship Strategies
3. Customer Retention
   1. Customer Retention Management
   2. Customer Retention Tools
   3. Complaints Management
4. Customer-Oriented Communications
   1. Communication and Sales Promotion by Sales Staff
   2. Sales Promotion by Sales Team
   3. Sales Promotion by the Company
5. Personalities in Sales
   1. Sales Personalities
   2. Selling in Teams
   3. Negotiating with Committees
6. Presentation and Rhetoric
   1. Rhetoric in Sales
   2. Presentation Techniques
   3. Nonverbal Communication
7. Networking
   1. Organizational Networks and Networking
   2. Building and Shaping Relationships
   3. Networking via Social Media
8. Case Study—Multi-Vendor Customer Loyalty Programs
   1. German Consumer Goods Market and Drugstore Industry Situation
   2. PAYBACK—A German Synonym for Loyalty Cards