Applied Sales I

**Course Description**

The demands on sales thinking are growing every day. Globalized demand combined with strong competitors makes the competition for customers increasingly difficult. At the same time, customers are better informed, and traditional supply markets are saturated and at overcapacity. To be successful in such an environment, sales thinking and action are required along with a new type of salesperson. Applied Sales I (Introduction) familiarizes students with the basic concepts of applied sales. You will learn about sales organization, dealing with alternative sales channels, and the dedicated sales planning process. The module contents are complemented by the successful acquisition of new customers, focusing on the organization, customer visits, and discussions and negotiations.

**Contents**

1. Fundamentals of Applied Sales and Distribution
   1. Tasks and Forms of Applied Distribution
   2. Marketing as the Basis of Sales
   3. Distribution, Sales, and other Terms
   4. Sales in Different Economic Sectors
2. The Distribution System
   1. Forms of Sales
   2. Sales Organisation
   3. Key Account Management
   4. Multi-Channel Distribution
3. Personal Sales
   1. The "New Sellers"
   2. Requirements for Sales Personalities
   3. The Key Account Manager
   4. Task of Sales Managers
4. Sales Plan
   1. Tasks and Objectives of Sales Management
   2. Observation of Competition in the Context of Sales Management
   3. Potential Analyses and Sales Planning
   4. Sales Control and Visit Strategies
5. New Customer Acquisition
   1. Identification of New Customer Potential
   2. Customer Relationship Management and Customer Acquisition
   3. Trade Fairs and Events
   4. Networking
6. The Sales Visit
   1. Frequency and Preparation of Visits
   2. Conduct of a Visit
   3. Visit Reports and Follow-Up
   4. Aftercare and Follow-Up
7. Conversational Tactics
   1. Structured Conversation Preparation
   2. Goal-Oriented Conversation: The D.A.L.A.S Model
   3. Questioning Techniques
8. Conducting Negotiations
   1. Psychology of Negotiation
   2. Negotiation Structure
   3. Objection Handling
   4. Price Negotiations
9. Other Sales Channels
   1. Telemarketing
   2. Catalogue and Brochure Sales
   3. Internet and E-Commerce