

Applied Sales I

Module Code: DLBDSEAS1

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Tanja Moehler (Applied Sales I)

Contributing Courses to Module

- Applied Sales I (DLBDSEAS01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Fundamentals of Applied Sales
- The Distribution System
- Personal Sales
- Sales Plans
- New Customer Acquisition
- A Sales Visit
- Conversational Tactics
- Conducting Negotiations
- Other Sales Channels

Learning Outcomes**Applied Sales I**

On successful completion, students will be able to

- understand the fundamentals of applied sales and place them in the context of the company.
- understand the interaction of the individual facets of applied sales.
- differentiate between and evaluate individual sales systems.
- describe current sales types and sales characteristics.
- oversee and classify the entire sales process from customer acquisition to customer retention.
- understand the basics of sales and negotiation management and apply them.
- name the usual sales instruments, recognize their advantages and disadvantages, and reflect on essential fields of application and possibilities.

Links to other Modules within the Study Program

This module is similar to other modules in the fields of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programmes in the Marketing & Communication fields

Applied Sales I

Course Code: DLBDSEAS01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The demands on sales thinking are growing every day. Globalized demand combined with high competition is making it increasingly difficult for companies to compete for customers. At the same time, customers are becoming better informed, while traditional supply markets are saturated and at overcapacity. In order to be successful in such an environment, sales thinking and action are required along with a new type of salesperson. Within the course Applied Sales I (Introduction), the participants are familiarized with the basic concepts of applied sales. You will learn about sales organization, dealing with alternative sales channels, and get to know the dedicated sales planning process. The contents of the module are complemented by the successful acquisition of new customers, whereby particular attention is paid to the organization and implementation of customer visits and the conduct of discussions and negotiations.

Course Outcomes

On successful completion, students will be able to

- understand the fundamentals of applied sales and place them in the context of the company.
- understand the interaction of the individual facets of applied sales.
- differentiate between and evaluate individual sales systems.
- describe current sales types and sales characteristics.
- oversee and classify the entire sales process from customer acquisition to customer retention.
- understand the basics of sales and negotiation management and apply them.
- name the usual sales instruments, recognize their advantages and disadvantages, and reflect on essential fields of application and possibilities.

Contents

1. Fundamentals of Applied Sales and Distribution
 - 1.1 Tasks and Forms of Applied Distribution
 - 1.2 Marketing as the Basis of Sales
 - 1.3 Distribution, Sales, and Other Terms
 - 1.4 Sales in Different Economic Sectors

2. The Distribution System
 - 2.1 Forms of Sales
 - 2.2 Sales Organisation
 - 2.3 Key Account Management
 - 2.4 Multi-Channel Distribution
3. Personal Sales
 - 3.1 The "New Sellers"
 - 3.2 Requirements for Sales Personalities
 - 3.3 The Key Account Manager
 - 3.4 Task of Sales Managers
4. Sales Plan
 - 4.1 Tasks and Objectives of Sales Management
 - 4.2 Observation of Competition in the Context of Sales Management
 - 4.3 Potential Analyses and Sales Planning
 - 4.4 Sales Control and Visit Strategies
5. New Customer Acquisition
 - 5.1 Identification of New Customer Potential
 - 5.2 Customer Relationship Management and Customer Acquisition
 - 5.3 Trade Fairs and Events
 - 5.4 Networking
6. The Sales Visit
 - 6.1 Frequency and Preparation of Visits
 - 6.2 Conduct of a Visit
 - 6.3 Visit Reports and Follow-Up
 - 6.4 Aftercare and Follow-Up
7. Conversational Tactics
 - 7.1 Structured Conversation Preparation
 - 7.2 Goal-Oriented Conversation: The D.A.L.A.S Model
 - 7.3 Questioning Techniques

8. Conducting Negotiations
 - 8.1 Psychology of Negotiation
 - 8.2 Negotiation Structure
 - 8.3 Objection Handling
 - 8.4 Price Negotiations
9. Other Sales Channels
 - 9.1 Telemarketing
 - 9.2 Catalogue and Brochure Sales
 - 9.3 Internet and E-Commerce

Literature**Compulsory Reading****Further Reading**

- Bloomfield, J. (2020). NeuroSelling: Mastering the customer conversation using the surprising science of decision making. Axon Publishing.
- Jobber, D., Lancaster, G., & Le Meunier-FitzHugh, K. (2019). Selling and sales management (10th ed.). Pearson.
- Peppers, D., & Rogers, M. (2016). Managing customer experience and relationships: A strategic framework (3rd ed.). Wiley.
- Pink, D. H. (2012). To sell is human: The surprising truth about moving others. Riverhead Books.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input checked="" type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides

Study Format myStudies

Study Format myStudies	Course Type Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
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Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides