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 them. First, the tension between marketing and sales is examined in more detail. Based on this, essential backgrounds and central target figures for successful sales management (e.g., customer satisfaction and loyalty as well as the customer life cycle) are derived and operationalized in order to create the basis for efficient and effective customer relationship management. As the process progresses, attention will also be paid to mental processes and consumer behavior in general. In addition, strategies and paths to successful negotiation are deepened and supplemented by convincing communication techniques. The course concludes with a case study in the course of which the students have the opportunity to apply what they have learned in a practice-oriented 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 (CRM)
   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 & Drugstore Industry Situation
   2. PAYBACK—A German Synonym for Loyalty Cards