Applied Sales I

**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.

**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