

SYLLABUS

NG409E_OL_0101_26

Strategic Selling

ACADEMIC AREA :	MARKETING AND NEGOTIATION
PROGRAMME :	PGE
PERIOD :	SPRING
COORDINATOR :	Ms. Mariam NAEEM KHAN
INSTRUCTOR(S) :	Ms. Mariam NAEEM KHAN
CONTACT HOURS :	0.0 hours
STUDY TIME :	150 hours (Class preparation, homework and assessments)
CREDITS :	4.0 ECTS
AOL :	NO

PRE-REQUISITE MODULES :

Marketing Fundamentals (MK310E/MK311E or equivalent).

MODULE DESCRIPTION :

This module is intended to be a next step course in professional selling. The course is structured logically following classical sales processes. The first is Prospecting followed by the Value Proposition, Educating and Collaborating with Customers, Using Persuasion Techniques to Boost Sales, Presentations That Get People Talking, Negotiating Well and Going for the Close, Dealing with Questions, Objections, and Resistance and finally Dealing with Negotiation Challenges. Many of these concepts you know but this module is intended as a strategic approach to selling to go beyond basic selling and allow the student to become more successful in the sales effort.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

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MODULE INTENDED LEARNING OUTCOMES (ILOs) :

1. Design within relevant business parameters a sales strategy related to specific product and/or services. 2. Present and sell a product or service applying standard sales techniques appropriate to the customer and the situation. 3. Analyze and use the stages involved in the advanced selling process and develop recommendations for improvement. 4. Use advanced negotiation techniques to navigate the close of a sale.

TOPICS COVERED :

. Advanced Prospecting: Panning for Sales Gold . The Value Proposition: Fine-Tuning Your Pitch . Educating and Collaborating with Customers . Using Advanced Persuasion Techniques to Boost Sales . Presentations That Get People Talking . Negotiating Well and Going for the Close . Dealing with Questions, Objections, and Resistance . Dealing with Negotiation Challenges

RESEARCH-LED TEACHING :

The content of this module aligns with sales research that has widely examined various stages of classical sales process and a growing importance of new technologies, social media platforms and ESG influences in contemporary B2B selling.

References:

1. Harri Terho, Marta Giovannetti, Silvio Cardinali, (2022). Measuring B2B social selling: Key activities, antecedents and performance outcomes, Industrial Marketing Management, Volume 101, 2022, Pages 208-222

2. Peters, K., & Buijs, P. (2022). Strategic ambidexterity in green product innovation: Obstacles and implications. Business Strategy and the Environment, 31(1), 173– 193. <https://doi.org/10.1002/bse.2881>

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

As globalization and technology rapidly creates new market segments against a backdrop of increased conversations on social issues, how you're selling, when you're selling, and who you're selling to have all shifted dramatically. No matter what industry you're in, if you want to find success, you need to adjust your sales strategy accordingly. In this context, we focus on where the sales landscape has shifted, provide the tools to devise your own unique strategy for inclusive selling, and learn how to train a team and commit to a path of continual learning and growth to provide our team and our customers with a rewarding experience. We also understand how diversity is impacting every area of your sales strategies, and illustrates how embracing diversity and incorporating it into sales strategy will make the customers happy while increasing a business's bottom line.

CSR NB HOURS :

1

SUSTAINABLE DEVELOPMENT GOALS COVERED :

- 09 - Industry, innovation and infrastructure

TEACHING METHODS :

The module will be delivered in a 100% online format on the Rennes School of Business LMS (Learning Management System - Moodle), with continuous support by the professor/instructor via a Forum on the same. The assessment will be based on your regular following up of course on moodle (40%) and a final written report submitted through the LMS (60%). Adequate resources will be provided to the students, in order for them to incrementally self-learn the critical concepts/topics, thereby enabling them to prepare and submit the final report, in keeping with the required standards. Resources will include, but might not be limited to, introduction and conclusion videos by the professor/instructor, interactive rich-media content covering the topics outlined above, inbuilt quizzes and learning activates, bibliography, and the focus areas and requirements for submitting the final written report.

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Final Written assessment at	Individual	Report	60%		ALL
Continuous	Individual	Participation or task completion	40%		All

Assessment 1 details:

The assignment requires that you use the learning from this module in order to consolidate your knowledge and obtain a proficiency in practical sales skills usage. The paper is to be written from the point of view of a sales manager building a sales force strategy for the sales people that work for you. You must formulate a sales strategy for a B2B product/service of a business and you must think about the customers of the business you choose. That means clearly define the units of analysis (what is your business, who are your customers and what is your B2B product/service). Your paper will be written to your sales employees, so be sure to explain clearly how you would like them to work and increase sales. You are free to choose not only the company you work for but also what B2B product/service your sales force will sell. You will create your own “case” in the introduction of the paper and then the “chapters” of the paper will be based on the learning from this module. The chapters of the paper will need to follow this format:

A brief introduction of your business, your sales force and the B2B product or service your sales force sells.

1. Advanced Prospecting: how do you want your people to find new customers?
2. The Value Proposition: what is the value of the products or services of your company?
3. Educating and Collaborating with Customers.
4. Using Advanced Persuasion Techniques to Boost Sales: what advice can you give your sales people?
5. Presentations: what advice can you give your sales people?
6. Negotiating Well and Going for the Close: what advice can you give your sales people?
7. Dealing with Questions, Objections, and Resistance: what advice can you give your sales people?
8. Dealing with Negotiation Challenges: what advice can you give your sales people?

See further details on Moodle

Assessment 2 details:

This is based on your continuous engagement on learning platform Moodle and LinkedIn Learning to consult the relevant study material including video content, slides and articles.

ACADEMIC INTEGRITY :

Academic misconduct encompasses various behaviors or actions that violate the principles of academic integrity, fairness, and honesty, thereby undermining the credibility of academic work, assessments, or research. Examples of academic misconduct include:

- Cheating
- Plagiarism
- Fabrication
- Gaining an unfair advantage
- Assisting others in committing academic misconduct, such as by utilizing generative AI
- Falsification of records or official documents
- Unauthorized access to restricted information or data
- Unauthorized or unethical use of generative AIS

Academic misconduct is a serious offense and can result in consequences such as module failure, research project failure, or even expulsion from the school. To prevent unintentional academic misconduct, it is essential to consult with your instructor to understand the specific rules and instructions pertaining to the use of AI in learning and assessment.

For more comprehensive information on academic integrity rules, principles, and disciplinary procedures, please refer to the Academic Integrity section of the Student Handbook.

BIBLIOGRAPHY :

Jobber, D. & Lancaster, G. (2024) Selling and Sales Management. (12th edn.). Pearson Education. [ebook <https://bit.ly/3Vt4txg>]

Additional Reading

Blythe , J. (2005). Sales and Key Account Management. Thompson Publishing.
Cron, W. L. and DeCarlo, T. (2011). Dalrymple's Sales Management: Concepts and Cases. John Wiley. (2009 edn available at the learning center)
Bonoma, T. (2006) "Major Sales: Who Really Does the Buying?" Harvard Business Review.
Christensen C. & Raynor M. (2003) "Why Hard-Nosed Executives Should Care About Management Theory" Harvard Business Review.
Keiser (1988) "Negotiating with a Customer You Can't Afford to Lose" Harvard Business Review.
Usunier J. C. and Lee, J. A. (2012). Marketing across cultures. Pearson Education (6th edn). [eBook <https://tinyurl.com/yn9mbmz3>]

MODULE PLAN SESSIONS :

Plan Session 01 :

Strategic Selling Introduction

Plan Session 02 :

Prospecting , Value Proposition and Fine-Tuning Your Pitch

Plan Session 03 :

Educating and Collaborating with Customers
Using Persuasion Techniques to Boost Sales

Plan Session 04 :

Presentations that Get People Talking

Plan Session 05 :

Negotiating Well, Challenges and Going for the Close
Dealing with Questions, Objections and Resistance

Plan Session 06 :

Strategic Selling Conclusion

