**Sales**

To provide learners with knowledge and understanding of sales and the principles and practices of professional selling in the business environment

**Indicative Content**

**1. Understand the principles of selling and different selling methods.**

 Definition of the term ‘sales’ and the importance of a sales policy in an organisation;

 Definition of the term ‘sales’, purpose and objectives of sales, sale transaction, sales pipeline, sales cycle, the role of sales in marketing;

 Definition of a sales policy, purpose of a sales policy.

Sales function and the role of selling within the marketing mix:

 Elements of sales function: order-takers, order-creators and order-getters; sales strategy framework.

 7 ‘P’s of marketing (product, price, place, promotion, people, process, physical evidence), push and pull sales strategies, channels of distribution.

Differences between marketing, negotiating and selling:

 Negotiation strategy, tactics and behaviour; levels of power and authority, and the impact on negotiation; integrated marketing communications (IMC), value-added selling.

Characteristics of different methods of selling:

 Professional selling, personal selling, transaction vs relationship selling, stimulus response approach to selling, mental states selling, need satisfaction selling, problem-solving selling, consultative selling, adaptive selling

**2. Understand the principles of the sales process.**

Characteristics of the sales process:

 Steps in selling process (selling cycle) and their characteristics;

 Sales analysis and plan, SMART objectives.

The steps in customer-buying process:

 Influences on buying behaviour; Kotler’s five-stage buying decision process.

Differences and similarities between sales in a business-to-business and business-to-consumer context:

 Types of customers, market structure and demand, business-to-business (organisational) buying process, business-to-consumer buying process.

**3. Understand the importance of sales technologies for organisations.**

Utilisation of new technologies and their impact on the performance of organisations:

 Sales channel strategy; organisational influences on technology acceptance and usage; Davis's Technology Acceptance Model (TAM); impact of new technologies on productivity and performance effectives.

Benefits and downfalls of different sales technologies to drive sales:

 Sales force automation, Internet selling, social media, networking

Differences between online and offline selling:

 E-commerce vs. retail, Customer Experience Management (CEM), Customer Relationship Management (CRM), benefits and downfalls

**4. Understand the financial dimension of sales**

Financial principles and the role of portfolio management:

 Increasing, diminishing and negative marginal returns; product portfolio management.

Purpose of the sales budget and differences between top-down and bottom-up forecasting approaches:

 Elements of sales budget and role in performance effectiveness of the salesforce; planning, co-ordination and control.

 Types of sales forecast, sales forecasting methods, top-down forecasting approach, bottom-up forecasting approach.

Role of sales variance in performance management:

 Sales performance measurements, sales margin price variance and sales margin volume variance.

**5. Understand sales structures in organisations**

Different concepts of sales organisation structures:

 Objectives of sales organisation structure, sales organisation structures; geographic, product, market, functional, salesforce deployment; allocating selling effort, determining salesforce size, designing territories; sales organisation audit.

Benefits of account management within sales structures:

 Purpose of account management, managing accounts, Customer Relationship Management (CRM)

Elements of sales force deployment:

 Alignment of sales force deployment and sales strategy, sales force specialisation, sales territories.

Different ways of managing organisation’s sales force and the function of a sales manager:

 Sales force motivation objectives, motivational factors, Maslow hierarchy of needs, McClelland's Theory of Needs, Equity Theory, Expectancy Theory, demotivators.

 Sales manager responsibilities inside and outside the company, levels of authority, people’s skills, performance review and feedback.