

Course Unit	Sales Management and Negotiation		Field of study	Business Sciences	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	2	Level	1-2
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9205-714-2204-00-22				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Joana Maria Sampaio Rua Fernandes

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the sales process and the importance of sales management for organizations;
2. Plan and organize a company's sales team;
3. Understand recruiting, selecting and training of the sales force;
4. Understand the influence of motivation and compensation in sales force results and know and select the adequate motivation techniques;
5. Design sales territories based on account and territories management models;
6. Understand how the monitoring, evaluation and control of the sales force is conducted;
7. Know the main negotiation strategies and techniques;
8. Understand the importance of mediation and arbitration

### Prerequisites

Not applicable

### Course contents

1. Introduction to sales; 2. Customer service; 3. Sales process phases; 4. Sales force organization; 5. Sales force development; 6. Sales force motivation; 7. Sales force monitoring, evaluation and control; 8. Negotiation; 9. Conflict management; 10. Mediation and arbitration.

### Course contents (extended version)

1. Introduction to sales.
2. Customer service.
3. Sales process phases:
  - Prospection;
  - Preparation;
  - Approach;
  - Presentation;
  - Objection's treatment;
  - Closing sales;
  - After-sales.
4. Sales force development :
  - specialization by territory, by customer, by product or mixed;
  - Territories' design and selection models.
5. Sales force development:
  - Sellers profile: analysis, description and classification of the function;
  - Recruitment of candidates and recruitment sources;
  - The selection process of sellers;
  - Sales force training.
6. Motivation of sales force:
  - Determinants of motivation;
  - Low motivation indicators;
  - Motivation techniques;
  - Rewards and incentives.
7. Monitoring, evaluation and control of sales force:
  - Evaluation and control concept;
  - Development of an evaluation programme;
  - Performance and effort indicators.
8. Negotiation:
  - Main elements of negotiation;
  - Negotiation phases;
  - Negotiation strategies and tactics.
9. Conflict management:
  - Sources and indicators of conflict;
  - Conflict prevention and management tactics.
10. Mediation and arbitration.

### Recommended reading

1. Damasceno Correia, A. (2019). Manual de estratégia negocial. Lidel - Edições Técnicas Lda. ISBN: 978-989-752-440-0.
2. Ingram, T. , LaForge, R. , Schwepker, C. , & Williams, M. (2017). Sales Management: Analysis and Decision Making (8th ed. ). Routledge. ISBN 978-1138165076.
3. Johnston, M. & Marshall, G. (2020). Sales Force Management: Leadership, Innovation, Technology (13th ed. ). Routledge. ISBN: 978-0367682088.
4. King, M. (2013). Driving Forces: What Motivates Sales Teams [Kindle edition]. Author edition. ASIN: B00DMLQVOI.
5. Spiro, R. , Rich, G & Staton, W. (2009). Gestão da Força de Vendas (12ª ed. ). McGraw-Hill. ISBN: 978-85-7726-067-6.

### Teaching and learning methods

The course unit will be taught through active learning methods and using competition and gaming techniques.

### Assessment methods

1. Not applicable to exchange students - (Regular) (Final, Supplementary)

**Assessment methods**

- Practical Work - 75%
- Final Written Exam - 25%
- 2. Not applicable to exchange students - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100%
- 3. Exchange students - (Regular) (Final, Supplementary)
  - Final Written Exam - 100%

**Language of instruction**

Portuguese, with additional English support for foreign students.

**Electronic validation**

Joana Maria Sampaio Rua Fernandes	Luisa Margarida Barata Lopes	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
25-02-2023	11-03-2023	12-03-2023	13-03-2023