

Course Unit	Sales Management and Negotiation	Field of study	Business Sciences
Bachelor in	Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	2
Type	Semestral	Semester	2
Workload (hours)	162	Contact hours	T - , TP 60 , PL - , TC - , S - , E - , OT - , O -
Level	1-2	ECTS credits	6.0
Code	9205-714-2204-00-23		

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) Lara Marisa Santos, Ronan Torres Quintão

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. Final evaluation - (Regular, Student Worker) (Final, Supplementary)

Assessment methods

- Practical Work - 60% (Promotion and sale of products, presentation in class and final work report)
 - Intermediate Written Test - 15%
 - Final Written Exam - 15%
 - Development Topics - 10% (6 reading confirmations, with the 3 best marks being considered)
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

Lara Marisa Santos, Ronan Torres Quintão	Luisa Margarida Barata Lopes	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
29-02-2024	09-03-2024	10-03-2024	13-03-2024