

### Descriptif de module

Domaine HES-SO Economie et services

Filière Master of Science en Business Administration

1 Intitulé du module		Sales Management		2021-2022
<b>Code</b> E.MScBA.390.TC12.E.21	<b>Type de formation *</b> <input type="checkbox"/> Bachelor <input checked="" type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> Autres			
<b>Niveau</b> <input type="checkbox"/> module de base <input checked="" type="checkbox"/> module d'approfondissement <input type="checkbox"/> module avancé <input type="checkbox"/> module spécialisé	<b>Caractéristique</b> <input checked="" type="checkbox"/> En cas d'échec définitif à un module défini comme obligatoire pour acquérir le profil de formation correspondant, l'étudiant-e est exclu-e de la filière, voire du domaine si le règlement de filière le précise conformément à l'article 32 du Règlement sur la formation de base (bachelor et master) en HES-SO	<b>Type de module</b> <input checked="" type="checkbox"/> module principal <input type="checkbox"/> module lié au module principal <input type="checkbox"/> module facultatif ou complémentaire	<b>Organisation temporelle</b> <input type="checkbox"/> module sur 1 semestre <input type="checkbox"/> module sur 2 semestres <input checked="" type="checkbox"/> semestre de printemps <input type="checkbox"/> semestre d'automne <input type="checkbox"/> Autres	
<b>2 Organisation</b>				
<b>Crédits ECTS *</b> 5	<b>Langues(s)</b> <input type="checkbox"/> allemand <input checked="" type="checkbox"/> anglais <input type="checkbox"/> anglais - russe <input type="checkbox"/> français - allemand <input type="checkbox"/> français - anglais	<input type="checkbox"/> allemand - anglais <input type="checkbox"/> anglais - chinois <input type="checkbox"/> français <input type="checkbox"/> français - allemand - anglais		
<b>3 Prérequis</b>				
<input type="checkbox"/> avoir validé le(s) module(s) <input type="checkbox"/> avoir suivi le(s) module(s) <input checked="" type="checkbox"/> Pas de prérequis <input type="checkbox"/> Autre				
<b>Autres prérequis</b>				
<b>4 Compétences visées / Objectifs généraux d'apprentissage *</b>				
<p><b>From selling to becoming someone worth buying from.</b>            This course will provide a solid sales foundation with processes, techniques, methodologies and different tools used in sales. Additionally, students will gain a good understanding of what it takes to hire, motivate, manage, compensate and grow a sales team. Participants will acquire and practice sales techniques and skills which will leave them capable of taking on a sales role and leading a sales team towards performance. As useful as they are, these skills alone are insufficient without integrating the human factor into sales. Human relations are the foundational layer on which any business relationship is built upon, including sales.</p> <p>With the intention of leaving students with a higher self-awareness and being "someone worth buying from", the course will provide an opportunity for students to discover the source of their ways of being and acting, providing them with access to being a person of integrity and interacting authentically in business settings. The course will use an ontological (the study of being) approach combined with the latest findings in neuroscience to lead students on a self-discovery path with the objective of finding an access to ways of being and creating relationships beyond what seems currently available.</p> <p>Finally, the course will explore four foundational factors of for creating trusting relationships as a pathway to develop a new kind of listening and interacting with others, opening the door to becoming an extraordinary seller.</p>				
<b>5 Contenu et formes d'enseignement *</b>				
<p><b>Selling and managing the sales force</b></p> <ul style="list-style-type: none"> <li>Demystify sales, understand the cycle of business development and the different sales channels</li> <li>Learn to conduct a customer survey, segment customers and create specific sales messages</li> <li>Mapping the stages of the sales cycle, making sales forecasts and optimizing sales performance</li> <li>Discover and practice several sales techniques</li> <li>Recruit, motivate and manage a sales force, become familiar with management styles and types of compensation</li> </ul> <p><b>Self-awareness, relationships and being "someone worth buying from"</b></p> <ul style="list-style-type: none"> <li>Develop self-awareness and practice distinguishing how the context shapes how we perceive any situation we encounter</li> <li>Discover for yourself how an ontological approach can be highly effective to gain access to your way of being and the source of your actions</li> <li>Improve your soft-skills and practice them in order to make others more comfortable around you</li> <li>Learn the structure of a pitch, hone your presentation skills, develop and practice with a live elevator pitch presentation</li> </ul> <p><b>This course requires student to interact with the material and actively participate in the class, including performing role plays and sharing discoveries with other participants.</b></p>				

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### 6 Modalités d'évaluation et de validation \*

The course will be validated by a **written exam (70%)** as well as an **individual assignment (30%)** :

- The written exam will validate the business track only. Students will be allowed to use any documents they choose to bring during the exam.
- The individual assignment will validate the personal track of the course only. Students will be presenting a short pitch and will demonstrate some of the soft-skills and ways of building a relationship in a short sales conversation with a prospect.
  
- The *remédiation* exam will be an oral exam, preceded by a preparation.
- In case of *remédiation*, only the failed part will be evaluated and the other grade is kept.

### 7 Modalités de remédiation \*

- remédiation possible
- pas de remédiation
- Autres modalités (préciser ci-dessous)

### 7a Modalités de remédiation (en cas de répétition) \*

- remédiation possible
- pas de remédiation
- Autres modalités (préciser ci-dessous)

**Autres modalités de remédiation**

### 8 Remarques

### 9 Bibliographie

- IANNARINO, Anthony, *The Only Sales Guide You'll Ever Need*, 2016, ISBN 9780735211674
- ERHARD, Werner, JENSEN, Michael C., *The Four Ways of Being that Create the Foundation for Great Leadership, a Great Organization, and a Great Personal Life*, 2013, Harvard Business School NOM Unit Working Paper No. 14-027
- EADES, Keath M., *The New Solution Selling*, McGraw-Hill, 2004, ISBN 0071435395
- FOX CABANE, Olivia, *The Charisma Myth*, Penguin Group, USA, 2012, ISBN 978-1-101-56030-3
- GALPER, Ari, *Unlock The Sales Game*, CreateSpace, 2015, ISBN 978-1511518581
- GITOMER, Jeffrey, *21.5 Unbreakable Laws of Selling*, Bard Press, 2013, ISBN 978-1885167798

### 10 Enseignants

**Nom du responsable de module \***

Marc Mathys

**Descriptif validé le \***

26.08.2021

**Descriptif validé par \***

Camille Magron