

Module description

Field of study HES-SO Business, Management and Services
Degree course Master of Science in Business Administration

1 Title of module **Sales Management** 2022-2023

Code E.MScBA.390.TC12.E.22	Type of course * <input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other
Level <input type="checkbox"/> Basic module <input checked="" type="checkbox"/> Further studies module <input type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	Description <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO
	Type of module <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module
	Time schedule <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Autumn semester <input type="checkbox"/> Autres

2 Organisation

ECTS Value 5	Language <input checked="" type="checkbox"/> English <input type="checkbox"/> English - Chinese <input type="checkbox"/> English - Russian <input type="checkbox"/> French <input type="checkbox"/> French - English <input type="checkbox"/> French - German <input type="checkbox"/> French - German - English <input type="checkbox"/> German <input type="checkbox"/> German - English
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3 Prerequisites

- The following module(s) must have been validated
- The following module(s) must have been attended
- none
- other

Other prerequisites

4 Skills to be gained / general learning objectives

Human-centric Sales

This course will provide a solid sales foundation with processes, techniques, methodologies and different tools used in sales. As useful as they are, any tool or technique 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.

With the intention of leaving students with a higher self-awareness and being "**someone worth buying from**", the course will explore the four foundational factors for creating trust in relationships:

- Integrity
- Authenticity
- Being cause in the matter
- Being committed to something bigger than yourself

The course uses an ontological (the study of being) approach 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.

Sales Management

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.

5 Teaching and content

Selling and managing the sales force

- Demystify sales, understand the cycle of business development and the different sales channels
- Learn to conduct a customer survey, segment customers and create specific sales messages
- Mapping the stages of the sales cycle, making sales forecasts and optimizing sales performance
- Discover and practice several sales techniques
- Recruit, motivate and manage a sales force, become familiar with management styles and types of compensation

Creating trust in relationships and being "someone worth buying from"

- Develop self-awareness and practices around the four foundational factors: being a person of integrity, being authentic, being cause in the matter, and being committed to something bigger than yourself.
- Develop an authentic listening to make others feel fully gotten by you
- Practice sales conversation settings and discover what posture will make your clients comfortable and do business with you

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.

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6 **Assessment and validation methods**

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.

7 **Reassessment requirements ***

- reassessment possible
- no reassessment
- other (please specify below)

other reassessment modalities

7a **Reassessment requirements (if module is repeated) ***

- reassessment possible
- no reassessment
- other (please specify below)

8 **Remarks**

9 **Bibliography**

10 **Teaching staff**

Name of head of module *

Marc Mathys

Description validated on *

01.09.2022

Description validated by *

Camille Magron