

Course Guide



**INSTITUTE FOR
BUSINESS
ADMINISTRATION**

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MC-INTSALES-14
2018/2019
Full-time
Part of International Business Skills minor
Term A and B parts: 5 EC

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1 Course Description

All students participating in the Minor International Business Skills will be taught Sales skills and Sales theory. Students will learn the different aspects of Sales by studying theoretical aspects of a sales cycle and by practicing sales skills.

In this highly competitive world companies increasingly need to create unique competitive advantages to distinguish themselves.

Sales has emerged from product push to fulfilling customer needs better than your competition and the “hit and run” sales culture has changed to building long term customer relationships by creating sustainable mutual value.

International Sales has become a profession and the International Sales Manager is a key position in a company's Sales and Marketing organisation.

In this course activities in the personal selling process, from need identification to closing the sale, are presented and practised.

Because personal skills are an important factor in becoming a successful sales professional, this course puts special focus on awareness about and development of personal skills. *Practise and active participation in role-plays are therefore an important element of the course.*

2 Course Goals and Learning Objectives

The student is able to:

- understand the fundamentals of the Sales theory
- put SPIN in context of other sales skills and recent trends in sales
- recognise and improve his/her sales style
- connect Sales with marketing communication.
- apply the theory of consultative selling in practice.
- prepare for each phase of the sales cycle.
- define aims for Sales pitches.
- recognise different roles and motives in the Decision Making Unit of a Client
- cope with objections and be able to progress a sales pursuit and close the deal
- deliver a formal Sales presentation
- contribute to the work of the central case in the Minor IBS

3 Place in the Curriculum and Related Courses

The course of International Sales is offered as a part of the International Business Skills Minor to third and fourth-year students of Utrecht University of Applied Sciences.

Related courses: all other IBS courses, in particular IMC1 and 2

4 Study Burden per Block

Six 90-minute lectures/role plays	: 9 hours
Homework (5 x 3 hours)	: 15 hours
practice (individual)	: 21 hours
Sales Meeting assessment, incl. preparation	: 10 hours
extra assignments	: <u>15 hours</u>
total	70 hours

5 Prerequisites

Not Applicable

6 Exemption Possibilities

The course is in English and assumes that the student is able to pro-actively use the English language

7 Competencies and Learning Objectives

- The student is able to communicate verbally and non-verbally with a potential customer with the objective to successfully progress or close a sales deal.
- The student can prepare documents, presentations and other materials required in a sales process.
- The student can effectively lead negotiations in a complex international sales process in a B2B context.
- The student can analyse the strength and weaknesses of a specific product, service or company and derive unique selling propositions from them.

Specific course objectives:

1. Self awareness and development of personal selling skills:

Students are aware of their own strengths and weaknesses with respect to selling skills and are coached to develop them.

2. International sales:

Students are familiar with complexity and dynamics of international sales processes and how these are organised within medium and large sized companies.

3. General:

Students will develop techniques to minimize uncertainties and maximize their chances to success in sales situations. They will learn how to conduct a sales call, discover customer needs and translate them into product advantages, present sales pitches, make proposals and quotations, manage customer objections and doubts, negotiate on the basis of a value proposition and, finally, close and execute a deal with a sales contract.

Profession-related competencies: general description

<i>International Business Competencies</i>	
1. Intercultural Adaptability	The ability to explain the differences between national, organisational and occupational cultures and to outline strategies for adapting to these differences in e.g. human resources management, marketing and intercultural communication. The student can identify the relevant dimensions of cultures and has developed self-awareness of his own cultural background. He is able to adapt his behaviour to the standards in other cultures and can maintain an international network essential to his tasks.

Generic Competencies: general description

<i>Interpersonal competencies</i>	
1. Co-operation	The ability to actively contribute to a group process or output.

2. Communication (oral and written).	The ability to express him/herself fluently and correctly in English, both verbally and writing.
<i>Intra-personal competencies</i>	
3. Learning and self-development	The ability to know his/her strengths and weaknesses and to be able to describe how and when he/she intends to improve; he/she knows the limits of his competencies and can critically evaluate and account for his own actions; he can take criticism and put it to good use. Takes initiative and works independently as well as an active participant of a sales team

Level specification: Professional Competencies

8 Didactic Forms

- Lectures
- Workshop, in-class practise and role-plays
- Group assignments
- Self-study
- Research

9 Student Activities 2018/2019

9.1 Assignments & assessments

In the final course week of block A the first assessment takes place. The assessment is a team assessment and takes 30 minutes per team.

The teams sell the company "Gispen" in a role play to the teacher by applying consultative selling methods and by delivering a corporate presentation of maximum 5 minutes

Criteria:

- 5 minutes maximum for corporate presentation
- Unique: use unique examples & presentation techniques, don't copy others (teacher)
- Personal: make it your own
- Use the theory and practices of the course but also other inspirational sources can be used
- The role play will be performed by 2 group members only, randomly chosen by the teacher, so every individual team member needs to prepare

The assessment is a team performance but it is up to the students how the tasks among the students are divided. It will be a team review.

In the final course week of block B the final combination-assessment takes place. For the International sales course each team will pitch their "Gispen concept" to the jury (in the role of a customer)

Weekly activity

Block A General subjects: Sales Principles

- Week 1: General introduction
- Week 2: Theoretical aspects, the sales process
- Week 3: Role play "Mega Homes"
- Week 4: Role play "Cresta Real Estate"
- Week 5: Mock assessment
- Week 6: Assessment 1

Block B General subjects: Personal Skills, Pitch Skills

- Week 1: Guest Lecture: How to give a devastating first impression
- Week 2: Preparing pitch draft
- Week 3: The pitch: The do's and don'ts
- Week 4: Group consult
- Week 5: Mock pitch
- Week 6: Grand assessment in Apeldoorn

Note that we may deviate from this schedule, depending on interest of the group

10 Assessment

Type of Assessment	Weighting	Min. Mark
Sales Presentation term B	50%	5.5
Assessment term A	50%	5,5

Fraud/ plagiarism

- Cases of fraud (e.g. plagiarism) are treated with the utmost seriousness. Lecturers and examiners refer all cases to the Exam Board.

Pass / fail

- Students with overall marks lower than 5.5 will fail.
- Students that infringe upon copyrights or copy and paste the work of other authors without reference are disqualified.
- The team work will be graded. Individual marks will be given in accordance with team contributions, self-assessment and class attendance.
- More than 2* no-show in one of the blocks means: not able to assess
- Groups should get a "GO" on each role play

Re-sit

- In accordance with art 24 part 3 of the UBS 'Education and Examination Rules and Regulations' two test moments will be offered. The first moment is at the end of the block and the second moment immediately afterwards. Dates will be announced at the end of the block.
- A student is entitled to only one re-sit for an exam. Resit teams will be formed by the lecturer of this module.
- Students need to register with the lecturer for a re-sit. In case of failure to do so no other re-sit will be offered.
- All administrative matters will be handled through the school administration.

11 Course Material, Literature

(Optional, recommended)					
Title:	Spin Selling				
Author(s):	N. Rackham				
ISBN:	ISBN-13: 9780070511132ISBN-10: 0070511136	Edition:	1th	Publisher:	Mc Graw Hill

(Optional, recommended)					
Title:	Selling and Sales Management				
Author(s):	David Jobber, Geoff Lancaster				
ISBN:	0 273 67415 3	Edition:	8th	Publisher:	Pearson Education

12 Course Evaluation

Evaluation of the course and exam will take place at the end of the block on the authority of the Institute.