



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1FE014 Professionell försäljning, 7,5 högskolepoäng
Sales Management, 7.5 credits

Main field of study
Business Administration

Subject Group
Business Administration

Level of classification
First Level

Progression
G1N

Date of Ratification
Approved by Organisational Committee 2009-06-17
The course syllabus is valid from spring semester 2010

Prerequisites
Basic eligibility and Mathematics A and Civics A

Expected learning outcomes
The students shall

Have broad knowledge of

- models and perspectives on selling
- the organising of sales in firms/organisations
- the role and contribution of the sales person in the sales process

Be able to apply

- the design of a sales plan
- expressing, formulating sales goals
- studying and describing guidelines for decisions
- planning and preparing sales presentations
- planning and preparing negotiations
- formulating price proposals based on customer value

Understand

- the different phases in a buying situation
- the evolution of customers' needs

- the influences of sales on different parts of a buyer's decision making process

Content

- Definitions of customer value
- Processes of buying decision making
- Different phases in the buyer's decision making
- Formulating goals for selling
- Make a sales plan
- The sales organisation and the development of the sales function
- Basic techniques of negotiation with a negotiation game/training
- The organisation and planning of one's own sales work
- Techniques of presentation
- Identifying, prioritizing and influencing decision guidelines
- Pricing based on customer value

Type of Instruction

Literature studies, lectures, exercises and open-ended cases. Participation/attendance in exercises and seminars is compulsory.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Written examinations, exercises and seminar papers

A retest will be offered a few weeks after the original test for students who have not successfully passed the original test. At least 5 tests will be offered.

The grades are Pass with Distinction (80%-100%), Pass (60%-79%) or Failure (0%-59%).

Students at Linnaeus University are entitled to have the course grade translated into the 7-step ECTS scale. A request to have the grades translated must be made to the teacher at the start of the course.

Course Evaluation

A written course evaluation is performed and compiled into a report to be kept in the university school archives. The result and any measures taken are communicated to the course co-ordinator and presented to the students participating the next time the course is offered.

Required Reading and Additional Study Material

Required reading

Rackham, N, Kundstrategier – vägen till de stora besluten, Liber, latest edition, 204 pages

Rosvall, L, Rosvall, K, Prissättning efter kundvärde – ett paradigmskifte i modern affärsutveckling, Teknosell/Industrilitteratur, latest edition, 164 pages

Articles