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| 1.- SUBJECT | | |
| 1.1.- TOPIC (ÁREA OF KNOWLEDGE) | Commercial Management | |
| 1.2.- NAME | Sales Team Management | |
| 2.- LECTURER | Iñigo Salazar Blanco | |
| 3.- GENERAL DETAILS | | |
| 3.1.- TYPE | Compulsory | |
| 3.2.- ECTS CREDITS | 6 | |
| 3.3.- YEAR | Third | |
| 3.4.- SEMESTER | Second | |
| 3.5.- LANGUAGE | English (mainly) / Spanish | |
| 4.- GENERAL COMPETENCIES | CG1 | Analyze and synthesize commercial complex situations. |
| | CG2 | Plan and organize projects, effectively determining objectives and priorities, establishing activities, deadlines and resources and controlling execution. |
| | CG12 | Develop self-learning and responsibility in collective commitments. |
| | CG13 | Adapt to different situations and changing environments. |
| | CG14 | Lead projects and organisations working constructively with the group integrating its members and helping its development |
| 5.- SPECIFIC COMPETENCIES | CE17 | Use negotiating techniques and mechanisms with customers |
| | CE18 | Know how to prepare the Sales Plan for a small or medium-sized company. |
| 6.- CONTENTS | 1. Introduction <ul style="list-style-type: none"> 1.1. Presentation 1.2. Sales Management introduction 1.3. Ethical Sales Management 2. Sales Plan Role <ul style="list-style-type: none"> 2.1. Sales Plan 3. Sales Team Management Role <ul style="list-style-type: none"> 3.1. Selection Policy 3.2. Training & Communication Policies 3.3. Remuneration & Motivation Policies 4. Sales Control Role <ul style="list-style-type: none"> 4.1. Controlling the evolution of Sales Plan 4.2. Controlling Sales Team 4.3. Commercial Audit 5. Key Account Management Role <ul style="list-style-type: none"> 5.1. Sales Techniques 5.2. Negotiation Techniques 6. Participate in a Board of Directors Role <ul style="list-style-type: none"> 6.1. Decision Making 6.2. Creative Thinking 6.3. Critical Thinking 7. Final Activities | |

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| 7. METHODOLOGY | <p>The subject and the evaluation will be in English, but with comments and clarifications in English / Spanish. Materials and texts in English (and in Spanish if not available).</p> <p>Seminar to force active student participation and reflection through questions to encourage CG1, CG12.</p> <p>Practical cases to promote CG1, CG12 and CG13.</p> <p>Sales Plan (Commercial Plan) elaborated in diverse groups. Presented and discussed with the teacher to work on the competence of communication in public and in English and to promote CG2, CG12, CG13, and CE 18.</p> <p>Doubts: Continuous via moodle. Class of doubts at the end of the course. Ad hoc tutorials.</p> | | | | | | |
| 8.- LEARNING OUTCOMES | <p>Be able to develop a Sales Plan: Sales analysis, Define commercial objectives and strategies and Sales Budget; Follow-up</p> <p>Plan and manage the human resources required in Sales Department</p> <p>Develop key skills to be a Commercial Director (Decision Making, Creative thinking, Critical thinking)</p> | | | | | | |
| 9.- EVALUATION CRITERIA | Criteria | | Competencies | | | Value (%) | |
| | Written or oral final exam (individual) | | CG1; CG2; CE17; CE18 | | | 50% | |
| | Sales Plan (teamwork) | | CG1; CG2; CG12; CG13; CG14; CE17; CE18 | | | 35% | |
| | Contribution in class+ Case Study (individual) | | CG1; CG13; CE17; CE18 | | | 15% | |
| | General comments | | | | | | |
| | To be evaluated it will be an essential requirement to have attended, at least, 85% of the face-to-face sessions. | | | | | | |
| | At least 4 in the final exam to pass. | | | | | | |
| | Comments extraordinary exam | | | | | | |
| | If the student don't pass only Sales Plan, the Sales Plan can be done (maximum 5) with the elaboration of 1 activity proposed by the teacher. | | | | | | |
| | The qualifications of the "Contribution in class+Case Study" are maintained. | | | | | | |
| | Comments on students from previous years | | | | | | |
| | If the student don't pass Sales Plan or Contribution in class, it can be done with the elaboration of 1/2 activity/ies proposed by the teacher. | | | | | | |
| 10.- BIBLIOGRAPHY | <p>+Ventas. Luis María García Bobadilla. Ed. ESIC</p> <p>Dirigir vendedores es mucho más. Cosimo Chiesa de Negri. Ed. Empresa Activa</p> | | | | | | |
| 11.- EVALUATION CRITERIA SCHEDULE | Criteria | Jan | Feb | Mar | Apr | May | Total |
| | Sales Plan | | | 35% | | | 35% |
| | Final Exam | | | | 50% | | 50% |
| | Contribution in class+Case Study | 15% | | | | | 15% |
| | Total | | | | | | 100% |