



<b>1.- SUBJECT</b>		
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	<b>Commercial Management</b>	
1.2.- NAME	<b>Sales Team Management</b>	
<b>2.- LECTURER</b>	<b>Iñigo Salazar Blanco</b>	
<b>3.- GENERAL DETAILS</b>		
3.1.- TYPE	Compulsory	
3.2.- ECTS CREDITS		
3.3.- YEAR	3th	
3.4.- SEMESTER	2nd	
3.5.- LANGUAGE	English (mainly) / Spanish	
<b>4.- GENERAL COMPETENCIES</b>	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
<b>5.- SPECIFIC COMPETENCIES</b>	CE17	Use negotiating techniques and mechanisms with customers
	CE18	Know how to prepare the Sales Plan for a small or medium-sized company.
<b>6.- CONTENTS</b>	1. Introduction <ul style="list-style-type: none"> <li>1.1. Presentation</li> <li>1.2. Sales Management introduction</li> <li>1.3. Ethical Sales Management</li> </ul> 2. Sales Plan Role <ul style="list-style-type: none"> <li>2.1. Sales Plan</li> </ul> 3. Sales Team Management Role <ul style="list-style-type: none"> <li>3.1. Selection Policy</li> <li>3.2. Training &amp; Communication Policies</li> <li>3.3. Remuneration &amp; Motivation Policies</li> </ul> 4. Sales Control Role <ul style="list-style-type: none"> <li>4.1. Controlling the evolution of Sales Plan</li> <li>4.2. Controlling Sales Team</li> <li>4.3. Commercial Audit</li> </ul> 5. Key Account Management Role <ul style="list-style-type: none"> <li>5.1. Sales Techniques</li> <li>5.2. Negotiation Techniques</li> </ul> 6. Participate in a Board of Directors Role <ul style="list-style-type: none"> <li>6.1. Decision Making</li> <li>6.2. Creative Thinking</li> <li>6.3. Critical Thinking</li> </ul> 7. Final Activities	

<b>7. METHODOLOGY</b>	<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>						
<b>8.- LEARNING OUTCOMES</b>	<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>						
<b>9.- EVALUATION CRITERIA</b>	Criteria		Skills			%	
	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 (individual)+ Case Study		CG1; CG13; CE17; CE18			15%	
	General observations						
	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.						
	Other observations for 2nd convocatory						
	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" are maintained. At least 4 in the final exam to pass.						
	Other observations for 3th,4th convocatory						
	If the student don't pass Sales Plan or Contribution in class, it can be done (maximum 5) with the elaboration of 1/2 activity/ies proposed by the teacher. At least 4 in the final exam to pass.						
<b>10.- BIBLIOGRAPHY</b>	<p>+Ventas. Luis María García Bobadilla. Ed. ESIC</p> <p>Dirigir vendedores es mucho más. Cosimo Chiesa de Negri. Ed. Empresa Activa</p>						
<b>11.- EVALUATION CRITERIA SCHEDULE</b>	Criteria	Jan	Feb	Mar	Apr	May	Total
	Sales Plan			35%			35%
	Final Exam					50%	50%
	Contribution in class+Case Study	15%					15%
	Total						100%