

## Sales Techniques (F710407)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

<b>Course size</b>	<i>(nominal values; actual values may depend on programme)</i>		
<b>Credits</b> 3.0	<b>Study time</b> 90 h	<b>Contact hrs</b>	30.0 h

### Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	Dutch	Gent	online seminar: coached exercises	0.0 h
			self-reliant study activities	5.0 h
			lecture	20.0 h
			seminar: coached exercises	5.0 h
			online lecture	0.0 h

### Lecturers in academic year 2020-2021

Spruyt, Adriaan	EB23	lecturer-in-charge
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### Offered in the following programmes in 2020-2021

	crdts	offering
<a href="#">Master of Science in Teaching in Economics (main subject Business Administration)</a>	3	A
<a href="#">Master of Science in Business Administration (main subject Commercial Management)</a>	3	A

### Teaching languages

Dutch

### Keywords

Sales, sales management

### Position of the course

This course provides insights into the methods and techniques that drive B2B and B2C sales, in an online, offline, as well as a multichannel environment.

### Contents

The relationship between sales and marketing  
 Psychological pricing  
 Sales techniques  
 Commercial communication skills  
 Ethical aspects of sales  
 Sustainable sales  
 Sales funnel management  
 Key account management  
 Sales budgeting and forecasting

### Initial competences

General knowledge marketing  
 General knowledge retail management

### Final competences

- 1 Exhibit a good understanding of different sales techniques
- 2 The ability to select the most appropriate sales techniques in any given situation, taking into account (recent) scientific findings
- 3 The ability to evaluate the effectivity of new sales techniques based on (recent) scientific findings
- 4 The ability to apply various sales techniques
- 5 Basic understanding of sales budgeting

- 6 Basic understanding of sales forecasting
- 7 The ability to assess the sustainability of sales actions
- 8 Basic understanding of commercial communication skills

**Conditions for credit contract**

Access to this course unit via a credit contract is determined after successful competences assessment

**Conditions for exam contract**

This course unit cannot be taken via an exam contract

**Teaching methods**

Lecture, self-reliant study activities, seminar: coached exercises, online lecture, online seminar: coached exercises

**Learning materials and price****References****Course content-related study coaching****Evaluation methods**

end-of-term evaluation and continuous assessment

**Examination methods in case of periodic evaluation during the first examination period**

Written examination with open questions, written examination with multiple choice questions

**Examination methods in case of periodic evaluation during the second examination period**

Written examination with open questions, written examination with multiple choice questions

**Examination methods in case of permanent evaluation**

Participation

**Possibilities of retake in case of permanent evaluation**

examination during the second examination period is possible in modified form

**Extra information on the examination methods**

Written exam (100%). Compulsory participation in 1 workshop.

To pass, the student must have participated in this workshop. In the event of a legitimate absence during the workshop, a replacement assignment is provided. The written exam consists of multiple choice questions (50%) and open-ended questions (50%). Students who are absent during the workshop or fail to submit their replacement assignment must still submit the replacement assignment before the second session in order to pass.

**Calculation of the examination mark**

Periodic evaluation 100%, of which 50% open -ended questions and 50% multiple-choice questions.