

22.

Course title	Selling and Sales Management			
Course code	MRKT219			
Course type	Theoretical, Elective Course (Required Group B)			
Level	Undergraduate			
Year / Semester	Year 2 Semester 4			
Teacher's name	Yerokostas Costas			
ECTS	8	Lectures / week	4	Laboratories / week
Course purpose and objectives	The objective of the course is to enable the students to properly plan sales strategies, exhibiting skills in identifying, attracting and acquiring customers as well as in developing the Organisation's relationships with customers in order to retain them.			
Learning outcomes	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> • Understand the concept of sales, the variety and complexity of the role of sales and the people involved with sales activities • Acquire the ability to appreciate the key elements of successful sales management and the approaches and techniques used • Explain alternative approaches to sales management through market analysis • Describe sales planning methodology using established techniques • Create and organise sales through a step-by-step process • Understand the process of negotiating, closing the sale, as well as planning and managing the time and territory of the sale • Know the characteristics of an effective sales presentation • Identify key issues related to recruiting, training sales professionals as well as motivating and evaluating them • Understand the importance of ethical behaviour in sales 			
Prerequisites	MRKT217 Principles of Marketing	Required	MRKT220 Consumer Behaviour	
Course content	<ul style="list-style-type: none"> • Sales development and its role in marketing • Sales strategies <ul style="list-style-type: none"> • Sales and marketing planning • The design process • The place of selling in the marketing plan • Consumer Buying Behaviour, Business Buying and Business Buying Behaviour • Sales Organisation & Management Decisions • Forecasting Methods & Sales Targets - Sales Plan 			

	<ul style="list-style-type: none"> • The importance of Sales Forecasting. • Sales Forecasting Methods Subjective-Qualitative Methods • Sales Forecasting Methods Objective-Quantitative Methods • Sales area planning • Selection and Evaluation Criteria • Characteristics of a Good Sales System • Goal Setting Process • Select Target Type • Determination of sales force • Organisation of Sales force • Recruitment and Selection of vendors • Duties and Compensation of Sellers • Monitoring and Evaluation of Sellers • Sales Forecasting and Budgeting
<p>Teaching methodology</p>	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> • Power Point presentations • Guided discussions with the active participation of students • Examples and case studies that relate to the content of the course • Question and answer section • Use of internet and related IT infrastructure • Use of video projector and whiteboard • Assignment
<p>Bibliography</p>	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Τσιρόπουλος, Γ. (2011). <i>Πορεία στην κορυφή : Μοντέρνα διοίκηση επιχειρήσεων επαγγελματικό μάρκετινγκ και πωλήσεις</i>. Lithoweb Ltd. ISBN: 9789963788224 • Λαζαρής, Χ. (2007). <i>Τεχνικές Πωλήσεων και επικοινωνίας: 151 Εργαλεία αποτελεσματικότητας</i>. Προπομπός. ISBN: 978-960-7860-57-8 • Μαυρουλέας, Ν. Α. (2005). <i>Οργάνωση και διοίκηση πωλήσεων</i>. Σταμούλης. ISBN: 960-351-150-1 • Hopkins, T. (2003). <i>Πώς θα κατακτήσετε την τέχνη των πωλήσεων</i>. Κλειδάριθμος. ISBN: 960-209-656-X <p>English Bibliography</p> <ul style="list-style-type: none"> • Hinson, R. E. (2018). <i>Sales Management: A Primer for Frontier Markets</i>. Charlotte : Information Age Publishing. ISBN: 9781641133463. EBSCOHost. • Kunkle. M. (2021). <i>The Building Blocks of Sales Enablement</i>. Alexandria, VA : Association for Talent Development. ISBN: 9781952157622. EBSCOHost. • Simpkins, R. A. (2004). <i>The Secrets of Great Sales Management : Advanced Strategies for Maximizing Performance</i>. New York : AMACOM. ISBN: 9780814472385. EBSCOHost.



Assessment	<ul style="list-style-type: none">• Attendance and Class Participation: 10%• Assignments: 40%• Final Written Examination: 50%
Language	English or Greek