

## RBSSAL01K7 Masterclass Sales

Course module	RBSSAL01K7
Credits (ECTS)	2
Category	SG (Student-driven track)
Course type	Elective at hogeschool level
Language of instruction	English
Offered by	Hogeschoolbrede keuzevakken;
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Lecturer(s)	drs C. van Leeuwen M. Willemsen-Greving E. Zijl

### Aims

Goals of the course are to understand and apply the following strategies: - Your own personal selling strategy (based on the students own characteristics and interests) - The relationship strategy - Customer strategy - Presentation strategy - How to close the deal

**Entry level:** Advanced level of English

Beginner knowledge of Marketing

**Teaching methods:** Lectures, groupwork, presentations & role playing

**Content:** Theory and interactive lectures (2 x 50min) per week. During the 8 week period students are encouraged to participate actively through individual & group presentations as well as role playing exercises.

The individual presentations will be linked with the students personal selling style. The students need to be able to talk enthusiastically about a self chosen topic. Big part of the sales process is believing in yourself and in your product.

The group presentations are based on the theory and scientific articles related to one of the topics given to the students. The students can choose from the following topics:

#### Subject

Telemarketing & telesales

Negotiating

Telephone training

Sales talks (B2C & B2B)

Hospitality

Complaints handling & aftersales Sales team

Customer loyalty

Product presentation

#### Targetgroup

New colleagues

Sales representative

New employees

Young colleagues

Colleagues

3rd year students

Potential investors & Retailers

Beside the presentations students are also engaged in role playing exercises. There are several options how the student can participate in a role play: as the buyer, as the seller but also as an observer. Afterwards the notes of the observers will be shared and discussed with the whole group.

**Assessment:** Masterclass: 50%

Individual presentation: 20%

Role playing: 30 %

Minimum requirement: 55% overall

**Literature:** Selling today; Creating customer Value

Authors: Manning, Reece & Ahearne

11<sup>th</sup> edition, Publisher: Prentice Hall

Year: 2010

ISBN-13: 978-0-13-815247-5

ISBN-10: 0-13-815247-0

**Remarks:** Students are encouraged to search the internet and library for background material for their masterclass. The students are only allowed to use scientific articles that relate to their topic and these articles should not be older than 2004.

