

**School of Business and Management Sciences / Business Administration (English)**

**2023 - 2024 Academic Year**

**SALES MANAGEMENT**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
SALES MANAGEMENT	BUS3212546	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	Customer Relationship Management, Digital Marketing				
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Fatih PINARBAŞI				
<b>Name of Lecturer(s)</b>	Assist.Prof. Burcu İNCİ				
<b>Assistant(s)</b>					
<b>Aim</b>	The main objective of the course is to make students familiar with fundamental selling concept and sales applications.				
<b>Course Content</b>	This course contains; Introduction to Sales Management,Relationship Selling Opportunities in the Information Economy,Evolution of Selling Models That Complement the Marketing Concept,Creating Value with a Relationship Strategy,Communication Styles: A Key to Adaptive Selling Today,Creating Product Solutions / Product-Selling Strategies That Add Value,The Buying Process and Buyer Behavior,Developing and Qualifying Prospects and Accounts,Approaching the Customer with Adaptive Selling,Creating Value with the Consultative Presentation,Negotiating Buyer Concerns,Adapting the Close and Confirming the Partnership / Servicing the Sale and Building the Partnership,Opportunity Management: The Key to Greater Sales Productivity / Management of the Sales Force,Management of the Sales Force.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Will be able to identify and explain the important concepts in selling concept.			10, 12, 13, 16, 9	A	
1.1. Explain the selling concept.			10, 12, 13, 16, 9	A	
1.2. Explain the information economy concept.			10, 12, 13, 16, 9	A	
2. Will be able to evaluate the selling models that are consistent with marketing concept.			10, 12, 13, 16, 9	A	
2.1. Identify different selling models.			10, 12, 13, 16, 9	A	
2.2. Identify selling models with marketing concept together.			10, 12, 13, 16, 9	A	
3. Will be able to evaluate relationship strategy and communication styles.			10, 12, 13, 16, 9	A	
3.1. Will be able to identify relationship strategy concept.			10, 12, 13, 16, 9	A	
3.2. Explain communication styles and their relationship with adaptive selling concept.			10, 12, 13, 16, 9	A	
4. Will be able to understand creation of product solutions and product-selling strategies.			10, 12, 13, 16, 9	A	
4.1. Explain product solutions topic.			10, 12, 13, 16, 9	A	
4.2. Learn and explain product-selling strategies.			10, 12, 13, 16, 9	A	
5. Will be able to understand the buying process, buyer behavior, and qualification of prospects and accounts topics.			10, 12, 13, 16, 9	A	
5.1. Will be able to evaluate the buying process.			10, 12, 13, 16, 9	A	
5.2. Explain the buyer behavior concept.			10, 12, 13, 16, 9	A	
5.3. Explain the qualification of prospects and accounts topics.			10, 12, 13, 16, 9	A	
6. Will be able to explain additional concepts related to sales.			10, 12, 13, 16, 9	A	
6.1. Explain adaptive selling, consultative presentation topics.			10, 12, 13, 16, 9	A	
6.2. Evaluate opportunity management and management of sales force topics.			10, 12, 13, 16, 9	A	
<b>Teaching Methods</b>	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction to Sales Management				
2	Relationship Selling Opportunities in the Information Economy				
3	Evolution of Selling Models That Complement the Marketing Concept	Relationship Selling Opportunities in the Information Economy			
4	Creating Value with a Relationship Strategy	Evolution of Selling Models That Complement the Marketing Concept			
5	Communication Styles: A Key to Adaptive Selling Today	Creating Value with a Relationship Strategy			
6	Creating Product Solutions / Product-Selling Strategies That Add Value	Communication Styles: A Key to Adaptive Selling Today			
7	The Buying Process and Buyer Behavior				
8	Developing and Qualifying Prospects and Accounts	The Buying Process and Buyer Behavior			
9	Approaching the Customer with Adaptive Selling				
10	Creating Value with the Consultative Presentation				
11	Negotiating Buyer Concerns				
12	Adapting the Close and Confirming the Partnership / Servicing the Sale and Building the Partnership				
13	Opportunity Management: The Key to Greater Sales Productivity / Management of the Sales Force				
14	Management of the Sales Force				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

**Resources**

1. Selling Today: Partnering to Create Value, 15th edition, Michael Ahearne, Gerald Manning, Pearson Publications, 2023
2. Principles of Marketing, 18th edition, Pearson, 2021, Philip Kotler Northwestern & Gary Armstrong - 9780136713982
3. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 5th Edition, Kevin Keller, Pearson, 2019