


SALES

1. Competences	To manage products and services marketing process according to the market diagnosis, selling strategies and administrative tools, in order to meet client's needs, to contribute to the national and international competitiveness and positioning of the corporation.
1. Term	Second
2. Theoretical hours	25
3. Practical hours	50
4. Total hours	75
5. Weekly hours	5
6. Objective	Students will manage goods and services selling process through the use of planning, organizing and directing methods in sales area to reach corporation's objectives.

Learning Unit	Hours		
	Theoretical	Practical	Total
I. Sales process	5	10	15
II. Sales forecasts and budgets	10	20	30
III. Sales force	10	20	30
Total	25	50	75


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Learning Units

1. Learning Unit	I. Sales process
2. Theoretical Hours	5
3. Practical Hours	10
4. Total	15
5. Objective	Students will develop sales process stages to contribute to the corporation's objectives achievement.


Topic	Knowledge	Skills	Values/ Behavior
Introduction to sales	To understand importance of sales and customer service for corporations. To distinguish the concepts: -candidate. -prospect. -client. -customer service.		Disciplined Empathic Organized Analytical Researcher Teamwork
Customer Relationship Life Cycle	To describe customer relationship life cycle: - Acquisition. - Conversion. - Business process. - Retention.	To identify customer relationship life cycle phase.	Disciplined Empathic Organized Analytical Researcher Teamwork Responsible

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Topic	Knowledge	Skills	Values/ Behavior
Products Catalog	<p>To understand the concept and importance of products catalog in a corporation.</p> <p>To distinguish products catalog elements:</p> <ul style="list-style-type: none"> - Product. - Price. - Characteristics. <p>To identify types of catalogs:</p> <ul style="list-style-type: none"> - By its extent. - By use. - By function. 	To complete a products catalog based on market needs.	<p>Responsible</p> <p>Analytical</p> <p>Disciplined</p> <p>Sense of planning</p> <p>Researcher</p> <p>Decision making</p> <p>Teamwork</p>
Credit and Collection Policies	<p>To explain the concepts:</p> <ul style="list-style-type: none"> - policy. - credit. - collection. - credit policy. - collection policy. - deadline. - credit limit. - credit history. - payment terms. - credit application. - past-due portfolio. - credit bureau. <p>To identify credit and collection policies as sales strategies.</p>	To propose credit and collection policies.	<p>Analytical</p> <p>Responsible</p> <p>Disciplined</p> <p>Researcher</p> <p>Creative</p> <p>Assertive</p> <p>Empathic</p>


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Topic	Knowledge	Skills	Values/ Behavior
Sales Process	<p>To describe sales process stages, their objective and characteristics:</p> <ul style="list-style-type: none"> - Induction. - Development. - Closure. - After-sale. <p>To distinguish sales techniques:</p> <ul style="list-style-type: none"> -AIDA. -SPIN. -PRAINCODERECI. 	To develop sales process of a product.	Analytical Responsible Disciplined Creative Assertive Empathic Enterprising

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a practical case, to produce a document containing:</p> <ul style="list-style-type: none"> - Products catalog - Proposal of credit and collection policies - Description of a developed good or service sales process. 	<ol style="list-style-type: none"> 1. To understand sales area basic concepts. 2. To identify customer relationship life cycle. 3. To distinguish products catalog elements and their types. 4. To identify sales process. 5. To understand the concepts to determine credit and collection policies. 	<p>Case study</p> <p>Checklist</p>

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SALES

TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Collaborative teams Role play Cases analysis	Board Internet Computer Projector Specialized journals Photographic camera

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


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Learning Units

1. Learning Unit	II. Sales forecasts and budgets
2. Theoretical Hours	10
3. Practical Hours	20
4. Total	3
5. Objective	Students will calculate sales forecasts in a corporation to elaborate budgets.

Topic	Knowledge	Skills	Values/ Behavior
Sales Forecasts	To understand the concept of sales forecast and its importance for corporations.		Disciplined Empathic Organized Analytical Researcher Teamwork
Qualitative Methods	To describe the concept of qualitative methods and their types: - Delphi method. - Executive opinion. - Surveys poll. - Sales force opinion.	To calculate sales qualitative forecasts.	Disciplined Sense of planning Researcher Teamwork Analytical Ability to work under pressure
Quantitative Methods	To describe the concept of quantitative methods and their types: - Moving averages - Exponential smoothing - Linear regression.	To calculate sales quantitative forecasts.	Disciplined Sense of planning Researcher Teamwork Analytical Ability to work under pressure


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Topic	Knowledge	Skills	Values/ Behavior
Sales Budget	To describe the concept of sales budget and its elements: <ul style="list-style-type: none"> - Income - Selling expenses - Administrative expenses 	To carry out sales budgets	Disciplined Sense of planning Researcher Teamwork Analytical Ability to work under pressure

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a case in the commercial sector, to elaborate a report containing:</p> <ul style="list-style-type: none"> - Sales qualitative forecast - Sales quantitative forecast - Sales budget 	<ol style="list-style-type: none"> 1. To understand the concept of sales forecast and its importance. 2. To identify qualitative and quantitative methods to forecast sales. 3. To identify sales budget elements. 4. To carry out the sales budget. 	<p>Cases study</p> <p>Checklist</p>

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TEACHING-LEARNING PROCESS

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TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
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Learning Units

1. Learning Unit	III. Sales force
2. Theoretical Hours	10
3. Practical Hours	20
4. Total	30
5. Objective	Students will present organization and management proposals for a commercial corporation sales force.


Topic	Knowledge	Skills	Values/ Behavior
Types of organization	To describe the types of organization in sales department: -Geographical. -Product oriented. -Customer oriented. -Mixed.	To propose the type of organization in sales area.	Analytical Disciplined Sense of planning Researcher Decision making Teamwork

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Topic	Knowledge	Skills	Values/ Behavior
Salesperson Profile	<p>To understand the importance of salesperson profile for the corporation.</p> <p>To define salesperson characteristics and profile according to the type of product and client.</p> <p>To describe the importance of the salesperson training plan, as well as elements integrating it:</p> <ul style="list-style-type: none"> - Training needs analysis. - Training objectives. - Training courses set up, including scheduling, participants, instructors, operative coordination responsible, costs and budget. 	<p>To propose a salesperson profile for products and clients.</p> <p>To elaborate a training plan for sales force.</p>	<p>Analytical</p> <p>Responsible</p> <p>Disciplined</p> <p>Researcher</p> <p>Creative</p> <p>Assertive</p> <p>Empathic</p> <p>Initiative</p>
Sales Force Size	<p>To describe methods to determine the required sales force size:</p> <ul style="list-style-type: none"> - breakdown - workload - gradual - productivity - profitability per salesperson - proportionality 	<p>To calculate sales force size.</p>	<p>Analytical</p> <p>Responsible</p> <p>Disciplined</p> <p>Planning ability</p> <p>Decision making</p> <p>Teamwork</p>

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Topic	Knowledge	Skills	Values/ Behavior
Routes and Territories	<p>To understand the importance of salespeople time management.</p> <p>To describe the procedure to assign territories, routes and sales quota, considering client's characteristics.</p>	To assign sales zones according to client characteristics, time and territories.	<p>Responsible</p> <p>Analytical</p> <p>Disciplined</p> <p>Planning ability</p> <p>Researcher</p> <p>Decision making</p> <p>Teamwork</p> <p>Conflict management</p> <p>Ability to work under pressure</p>
Performance Evaluation	<p>To describe sales force evaluating methods:</p> <ul style="list-style-type: none"> - Classification. - Performance level - Essay. 	To evaluate sales force performance.	<p>Responsible</p> <p>Analytical</p> <p>Disciplined</p> <p>Planning ability</p> <p>Researcher</p> <p>Decision making</p> <p>Teamwork</p> <p>Conflict management</p>


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Topic	Knowledge	Skills	Values/ Behavior
Sales Force Management	<p>To describe the concepts of management, motivation and supervision of sales force.</p> <p>To describe supervision methods and its characteristics:</p> <ul style="list-style-type: none"> - Personal. - Indirect. <p>To distinguish elements that integrate a monetary incentive plan:</p> <ul style="list-style-type: none"> - Salary. - Food vouchers. - Commissions. - Bonuses. - Awards. <p>To distinguish elements that integrate a non-monetary incentives plan:</p> <ul style="list-style-type: none"> - Sales meetings and conventions. - Contests. - Acknowledgment awards. - Advancement opportunities. 	<p>To propose the sales force supervision method.</p> <p>To develop monetary and non-monetary incentive plans.</p>	<p>Responsible</p> <p>Analytical</p> <p>Disciplined</p> <p>Planning ability</p> <p>Researcher</p> <p>Decision making</p> <p>Teamwork</p> <p>Conflict management</p> <p>Assertive</p>

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a case study, to elaborate a report about sales force organization and direction, including:</p> <ul style="list-style-type: none"> - Type of organization - Salesperson profile - Salespeople training plan - Sales force size - Assignment of routes and territories - Mechanisms to evaluate performance - Incentives plan proposal 	<ol style="list-style-type: none"> 1. To understand sales area organization types. 2. To analyze salespeople characteristics to design a profile and training plan. 3. To understand the methods to determine sales force size and routes and territories assignation. 4. To distinguish mechanisms to carry out the performance evaluation. 5. To understand supervision methods and types of incentives plans. 	<p>Case studies</p> <p>Checklist</p>

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ABILITIES DERIVED FROM PROFESSIONAL COMPETENCIES TO WHICH THE SUBJECT CONTRIBUTES


Ability	Performance Criteria
<p>To diagnose the corporation's condition through the use of financial, administrative and researching tools, as well as to analyze functional areas in order to plan the commercialization process.</p>	<p>Students elaborate a corporation diagnosis including:</p> <ul style="list-style-type: none"> - organizational philosophy - organizational objectives - financial analysis: <ul style="list-style-type: none"> - Vertical method <ul style="list-style-type: none"> - Financial reasons - Integral percentages - Critical point - Horizontal method <ul style="list-style-type: none"> - Tendencies - Percentage change - Installed capacity - Positioning in the market - Product analysis - Distribution channels - Competitiveness of sales force - Client portfolio behavior - Public perception - Identification of strengths and weaknesses.

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Ability	Performance Criteria
<p>To determine competition positioning through the study of its competitive advantages, weaknesses, use of methods and techniques, in order to identify the corporation's opportunities in the market.</p>	<p>Students deliver the competition analysis including:</p> <ul style="list-style-type: none"> - participation in the market - positioning in the market - Competitive and comparative advantages matrix: <ul style="list-style-type: none"> - Price - Product quality - Service quality - Distribution channels - Delivery time - Advertising - Payment terms - After-sales service - Analysis and interpretation of results - Opportunity identification.
<p>To elaborate sales programs based on sales projections and through resources analysis and strategies design, to achieve commercial goals.</p>	<p>Students elaborate a sales program containing:</p> <ul style="list-style-type: none"> - projection - objectives - goals - strategies - budgets - activities timetable
<p>To organize sales forces through control tools and performance indicators, to establish improvement actions and contribute to the corporation's profitability.</p>	<p>Students present a proposal for sales department structure including:</p> <ul style="list-style-type: none"> - Organization Philosophy - Organization Structure in Sales Area - Profiles and Position Description - Salespeople Selection - Training Plan - Incentive Plan


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Ability	Performance Criteria
<p>To supervise commercial processes by control tools and performance indicators to establish improvement actions and contribute to the corporation's profitability.</p>	<p>Students prepare a report including:</p> <ul style="list-style-type: none"> - Type of Supervision - Control Instruments - Indicators measurement in sales area - Client satisfaction evaluation - Sales force performance evaluation - Improvements proposals

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