

International practices of sales management

Full name of the professor: PhD in Economics, assoc. prof. Oleynik A.N.

Place of the course in the Master's programme: elective course, 4 trimester.

Brief content of the course: Selling Induction; Classification types of potential clients; Business communication skills; Sales negotiation control; Chronology of a business meeting; Types and forms of commercial proposals to clients; Overcoming business negotiations obstacles; Sales management induction; Sales management model audit; Organization of sales management in practice; Problem solving; Personnel management. Coaching; Building of feedback systems.

The proposed discipline is based on 15 years of experience as a consultant and trainer in leading Western companies in the field of sales management in the B2B market. Discipline is an integral part of both mastering the problems of sales management in general and the acquisition of skills in conducting commercial negotiations in particular. The content of the discipline involves a detailed, consistent analysis of the process of conducting commercial negotiations from the perspective of the seller, aiming to sell his product / service to the client organization. The discipline includes such sections as classification of potential buyers, business communication skills, technology of business acquaintance, control over the course of negotiations, chronology of professional negotiations, overcoming problems, presentation forms and requirements for commercial offers, rules for using phones, etc. A typical sales management model is analyzed in detail and with practical examples, the main issues of conducting a sales management audit are disclosed, and the organization of the sales process in practice is analyzed. The methodology for solving strategic problems is thoroughly analyzed, starting with the collection and processing of information and ending with the selection of the most suitable methods for solving problems and monitoring their implementation. Students are invited to undergo individual testing for the most characteristic ways of influencing others around them, as well as their propensity for the most effective ways of learning. In addition to analyzing a full-fledged author's case from experience with a world-renowned company, business games technologies, small group work are used to discuss practical problems, mini-cases are analyzed, in which students work out basic skills on the subject of the course, solve practical problems, and get the opportunity to imitate making critical practical decisions. Students have the opportunity to actually verify the correctness of a solution choice in a simulated situation.

Workload of the discipline is 6 ECTS, 216 hours.

Language of instruction: English.

Course midterm control is conducted in the form of final projects defense.