SUBJECT:	
SALES STRATEGIES MODELLING	

Studies: Management II cycle studies Excellence in Management Specialty: International Sales Management		**Faculty: Management**			
Subject status	**Type of studies**	**Semester/ Term**	**Teaching hours**		**ECTS Points**
			lectures	**classes**	
	Full time studies	3	-	20	**1**

Course description:

Sales Strategies Modelling is a specialized study program that focuses on developing and refining effective sales strategies through strategic thinking and data-driven decision-making. In today's dynamic business environment, sales professionals need to navigate an ever-changing market, and this program equips them with the skills to design and implement successful sales strategies. The curriculum places a strong emphasis on strategic thinking, teaching students to analyse market conditions, understand customer behaviour, and develop sales approaches that align with organizational goals. It goes beyond traditional sales tactics, emphasizing the importance of a well-designed and adaptable sales strategy that can evolve with the market. Data-driven decision-making is a critical component of the program. Students learn to leverage data and analytics to gain insights into customer preferences, market trends, and the effectiveness of sales initiatives. This enables sales professionals to make informed decisions and continuously optimize their strategies for maximum impact. Adaptability is another key goal. Sales professionals need to be agile and responsive to changes in the business environment. The program instils the ability to adjust sales strategies based on emerging trends, competitive forces, and shifts in consumer behaviour. Effective communication is essential for successful sales strategy implementation. The curriculum includes training in conveying complex sales strategies clearly and persuasively to both internal teams and external clients, fostering collaboration and understanding across the organization. Innovative problem-solving skills are encouraged throughout the program. Sales professionals are taught to identify challenges and proactively seek creative solutions, ensuring they can overcome obstacles and capitalize on opportunities in the competitive sales landscape.

The course is filled in with many case studies and practical examples of sales strategies modelling problems, so it should be interesting for all those students who are eager to deal with management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Strategic Thinking: Develop strategic thinking skills to design effective sales strategies tailored to different market conditions.
2. Data-Driven Decision Making: Equip students with the ability to use data and analytics to inform and refine sales strategies.
3. Adaptability: Foster adaptability in sales professionals to respond to changing market dynamics and consumer behaviour.
4. Effective Communication: Enhance communication skills for conveying sales strategies clearly to both internal teams and external clients.
5. Innovative Problem Solving: Encourage innovative problem-solving to address challenges and capitalize on opportunities in the sales landscape.

Teaching the functions and role of sales modelling for contemporary market entities, developing skills in solving sales modelling problems, as well as analysing data (from primary

and secondary data).
Creating presentations for the reports and written reports on sales modelling problems. Training of social competences related to collective problem solving and preparing and introducing all stages of sales modelling in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures – n/a

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.
Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

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Main topics:

1. Introduction to Sales Strategies Modeling
2. Strategic Thinking in Sales
3. Data Analytics for Sales Decision Making
4. Adaptive Sales Strategies
5. Effective Communication in Sales
6. Innovation in Problem Solving for Sales
7. Sales Forecasting and Planning
8. Sales Performance Metrics and Evaluation

Literature
Main texts:

1. Johnson, Mark P. - "Strategic Sales Planning and Modelling" - Routledge - 2016
2. Chen, Lisa C. - "Data-Driven Sales Management" - Wiley - 2018
3. Gupta, Rahul S. - "Adaptive Selling: Strategies for the Modern Sales Professional" - Springer - 2017
4. Wang, Li M. - "Sales Forecasting and Planning: A Comprehensive Guide" - Wiley - 2016

Additional required reading material:

1. Patel, Nisha K. - "Innovative Problem Solving in Sales" - Sage Publications - 2018
2. Clark, Laura M. - "Sales Performance Metrics and Evaluation" - McGraw-Hill Education - 2017
3. Brown, Robert J. - "The Art of Strategic Selling: Achieving Success in Complex Sales" - Pearson - 2015
4. Turner, David R. - "Effective Communication in Sales: A Practical Guide" - Palgrave Macmillan - 2018
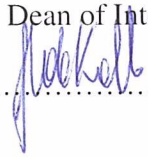
Rules of the exams on subject (Assessments)
Lectures – n/a
Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: ....