

Module Title:	Professional Selling
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	3 programme(s)
Teaching & Learning Strategies:	The emphasis in this module is on "action learning". Class discussion and relevant case study material will be used to support the learners application of the theory. Each learner will be provided with an opportunity to act out the role of a sales representative. This involves researching and preparing a sales dossier on a specific product line and a role play to sell it to a prospective customer. Learners are expected to apply the "selling process" and be equipped with a thorough knowledge of the buyer behaviour process, competitors and the company's product/services.
Module Aim:	In this module learners explore the role and functions of the salesperson in a digital era, stages in the selling process will be fully explored. On and offline organisational buying behaviour is examined and learners will also look at B2B relationship building.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Assess how an in depth knowledge of the organizational buying behaviour/journey is critical to successful selling.
LO2	Demonstrate and Present an understanding of the professional Sales process in a Digital era.
LO3	Exercise appropriate judgement in the research, development and implementation of ethical and creative sales solutions to complex sales management scenarios.
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content
Evolution of the sales Role in a Digital Era Consultative Selling, Relationship and value added selling. Variety of Sales roles in the context of Digital Marketing.
Organizational Buying Behaviour Who is involved in buying? How do they buy? What factors influence organisational purchasing? Purchasing behaviour within the context of strategic partnerships, supply chain management and digital selling.
Pre sales planning using digital tools Preparation, Lead generation online, Getting the appointment through effective email.
Undertaking a FAB analysis Identification of the products features, advantages and how to turn these into benefits for the customer.
Overview of the selling process Opening, • S.P.I.N. method of asking questions • Using open and closed questions • How to conduct an effective demonstration, Typical sources of objections • Effective methods for dealing with objections • Seller negotiation techniques • Effective closing techniques.
Servicing the Sale After sales and CX in B2B. the role of the relationship manager.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	In class case study exam assessing organisational Buyer Behaviour	1	30.00	Week 6
Project	Sales Role-Play where learners prepare a research dossier on a prospective customer and then perform a sales role play presenting their chosen company's products/services to this customer.	1,2,3	70.00	Sem 1 End

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning Time	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BPMKT_D	Bachelor of Business in Marketing	5	Elective
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	5	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	5	Mandatory