

Module Title:	Selling
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	The emphasis in this course is on "action learning". Class discussion and relevant case study material will be used to support the student's application of the theory. Each student will be provided with an opportunity to act out the role of a sales representation. This involves researching and preparation of a sales dossier on a specific product line. Students are then expected to apply the "selling process" and be equipped with a thorough knowledge of competitors and the company's marketing/selling strategy.
Module Aim:	The aim of this module is to examine how critical an in depth understanding of business buying behaviour is to overall business selling success. Each student will experience hands on and practical skills in performing the steps in the selling process.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Assess how an in depth knowledge of organizational buying behaviour is critical to successful selling.
LO2	Prepare a pre-sale research dossier on a selected business client prospect.
LO3	Role play as a business to business sales representative applying the selling process.
LO4	Propose 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

Organizational Buying Behaviour

• Who is involved in buying? • How do they buy? • What factors influence them in their purchasing? • Purchasing behaviour within the context of strategic partnerships and supply chain management

The Selling Process: Overview

• Preparation • Lead generation • Getting the appointment • First impressions

Undertaking a FAB analysis

Identification of the products features, advantages and how to turn these into benefits for the customer

Identification of the buyers needs and presentations/demonstrations.

• S.P.I.N. method of asking questions • Using open and closed questions • How to conduct an effective demonstration

Dealing with objections, negotiations and closing the sale:

• Typical sources of objections • Effective methods for dealing with objections • Seller negotiation techniques • Effective closing techniques

Assessment Breakdown	%
Continuous Assessment	30.00%
Practical	70.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	In class case study exam mid-way through term	1,4	30.00	n/a

No Project

Practical

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Sales Role-Play where student prepares a research brief on a business client and then performs a sales role play.	1,2,3,4	70.00	n/a

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	1.50
Independent Learning	Every Week	2.00
Total Hours		3.50

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Independent Learning Time	26 Weeks per Stage	3.10
Lecture	26 Weeks per Stage	0.75
Total Hours		100.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BRLMB_B	Bachelor of Business(Honours) in Management	3	Elective