ERA 207 Sales and Negotiation techniques in a diverse Environment

5 ECTS

Objectives – Course description

This Sales & Negotiation Programme develops students into sales professionals, giving them the opportunity to differentiate and accelerate their career and business results.

The course presents them with the B2B sales process and the fundamentals of negotiation, in a diverse environment.

The students develop their selling and negotiation skills by learning specific sales techniques and using powerful tools. Also, they learn to handle cultural differences, thanks to insight in their own culture and in other cultures, making them able to adjust in a diverse corporate environment.

This module is meant to present the students with the B2B sales process and the fundamentals of negotiation.

Learning Content

- Introduction to B2B sales

- Prospection techniques and tools: prospection by telephone and by e-mail; the role of networking and personal branding

- Client psychology: establishing a client relationship and adjusting to your client

- Clients motivations, culture and typology (use of a personality tool)

- Negotiation phase: face-to-face meeting, questioning techniques, negotiation and argumentation techniques; 'problem-solving and benefits' approach

- Client relationship management

- Multicultural Skills

Having insight in one's own culture

Being able to recognize other cultures

Adjusting one's behaviors

-Communication skills

Verbal and non-verbal communication, Active listening and empathy, Customer centric approach, Positive language

Learning outcome

The students will be able to go through the B2B sales process using newly acquired tools and personal skills. They will learn the basics of (sales) negotiation.

Methodology

Examples leading to theory, followed by role-play exercises; focus on the various steps of the B2B sales process and negotiation.

Blended learning (theory, exercises and evaluation), i.e. a mix of live and online courses.

Learning material

Course notes, booklet, online resources, slides; regular course preparations (proof readings and/or videos, assignments). Use of Moodle and Teams platforms. Literature :

• Hofstede, G. Hofstede, GJ and Minkov, M., Cultures and Organizations: Software of the Mind. Revised and expanded 3rd Edition. New York: McGraw-Hill USA, 2010. ISBN 978-0-07-166418-9.

• Meyer, Erin (2014), The culture map: Breaking Through the Invisible Boundaries of Global Business, ISBN 10: 1610392507 or ISBN 13: 9781610392501: The Perseus Books Group

• Trompenaars, F. 7 Dimensions of culture: https://www.mindtools.com/pages/article/seven-dimensions.htm

Evaluation

Ongoing assessment: 60% various assignments, (group) presentations, active participation in role plays (live or online), online tests.

Oral exam: 40%

Active participation plays a great role in the ongoing assessment of the students - and their performances. Students' attendance to the live courses is mandatory.

August: 100% written exam and/or oral exam