MKTG8054
Strategic Sales Management
Session 1, Special circumstances 2021
Department of Marketing

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Notice
As part of Phase 3 of our return to campus plan, most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to timetable viewer. To check detailed information on unit assessments visit your unit’s iLearn space or consult your unit convenor.

https://unitguides.mq.edu.au/unit_offerings/140109/unit_guide/print 1
General Information

Unit convenor and teaching staff
Hormoz Ahmadi
hormoz.ahmadi@mq.edu.au

Credit points
10

Prerequisites
Admission to MMktg

Corequisites

Co-badged status

Unit description
Firms that offer multifaceted products, services and customer solutions must strategically manage their salesforce to explain and validate the value of their offerings to potential B2B and B2C customers. Strategic sales management is critical to a firm’s success because skilful sales managers guide and coach the sales force to connect with customers, align their sales goals with buyer objectives, and ethically respond to their technical/non-technical enquiries.

This unit focuses on developing students’ capacity to analyse and apply theories and concepts underpinning strategic sales management. This unit focuses on advancing students’ skill to manage long-term relationships with customers/clients through face-to-face seller-buyer communications and technology-mediated communications. This unit will develop students’ skills to design a strategic plan to manage sales activities from the opening to closing stages of the sales. This unit will equip students with the skills to evaluate and apply ethical and social issues associated with strategic sales management.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

Learning Outcomes
On successful completion of this unit, you will be able to:

ULO1: Analyse and apply theories and concepts underpinning strategic sales management.

ULO2: Assess and select sales strategies that support long-term relationships with
customers through face-to-face and technology-mediated communications.

ULO3: Design a strategic sales management plan.
ULO4: Evaluate and apply ethical and social issues associated with strategic sales management.

**General Assessment Information**

Late assessment submissions must also be submitted through the appropriate submission link in iLearn. No extensions will be granted unless an application for Special Consideration is made and approved. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: Further information on submitting an Application for Special Consideration can be found at [https://students.mq.edu.au/study/my-study-program/special-consideration](https://students.mq.edu.au/study/my-study-program/special-consideration)

**Assessment Tasks**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participatory task</td>
<td>20%</td>
<td>No</td>
<td>Week 1 - Week 13</td>
</tr>
<tr>
<td>Sales Process Role-Playing (individual)</td>
<td>40%</td>
<td>No</td>
<td>Week 7</td>
</tr>
<tr>
<td>Strategic Sales plan (individual)</td>
<td>40%</td>
<td>No</td>
<td>Week 13</td>
</tr>
</tbody>
</table>

**Participatory task**

Assessment Type 1: Participatory task
Indicative Time on Task 2: 17 hours
Due: Week 1 - Week 13
Weighting: 20%

Workshop activities give you the opportunities to internalise your learning. These activities also allow you to engage in discussions with your peers and share your thoughts, help you explain your points of view, and develop not only your own knowledge, but also assist your fellow classmates to gain a better understanding of the topic of discussion. Weekly in-class group activities worth 2% of overall 20% marks assigned to this assignment and will be presented to the class in form of oral or written.

On successful completion you will be able to:

- Analyse and apply theories and concepts underpinning strategic sales management.
- Assess and select sales strategies that support long-term relationships with customers.

[https://unitguides.mq.edu.au/unit_offerings/140109/unit_guide/print](https://unitguides.mq.edu.au/unit_offerings/140109/unit_guide/print)
through face-to-face and technology-mediated communications.

- Design a strategic sales management plan.
- Evaluate and apply ethical and social issues associated with strategic sales management.

Sales Process Role-Playing (individual)
Assessment Type: Simulation/role play
Indicative Time on Task: 30 hours
Due: Week 7
Weighting: 40%

This assessment assesses your skills in face-to-face sales negotiation situations. It helps you to improve your creativity and attention to details. You are required to work in a group of 2 and submit a role-play pre-recorded video. You are further required to submit your individual script/dialogue between a seller and a buyer to the lecturer. The assessment requires two sections: (1) 1000 words individual write up of initial sales strategies to start negotiation which is worth 20 marks; (2) 15 minute role play which is worth 20 marks.

On successful completion you will be able to:
- Analyse and apply theories and concepts underpinning strategic sales management.
- Assess and select sales strategies that support long-term relationships with customers through face-to-face and technology-mediated communications.
- Evaluate and apply ethical and social issues associated with strategic sales management.

Strategic Sales plan (individual)
Assessment Type: Report
Indicative Time on Task: 30 hours
Due: Week 13
Weighting: 40%

This assessment will assess your aptitude to apply your knowledge of strategic sales management theories, concepts, and models and apply them to a real-world situation. You have to develop and formulate an appropriate strategic sales plan to manage the selling effort for a B2B situation in a written format. You have to provide a 2000 words ±10% written report.
On successful completion you will be able to:

- Analyse and apply theories and concepts underpinning strategic sales management.
- Assess and select sales strategies that support long-term relationships with customers through face-to-face and technology-mediated communications.
- Design a strategic sales management plan.
- Evaluate and apply ethical and social issues associated with strategic sales management.

1 If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the Learning Skills Unit for academic skills support.

2 Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

**Delivery and Resources**

**Mode of Delivery:**

3hr workshop (1hr pre-recorded seminar + 2 hr ONLINE Workshop practices, activities, and exercises)

**Prescribed Textbooks:**


OR


**Recommended Resources:**


of Research in Interactive Marketing, 10(1), pp.2-16.


**Recommended Journals (Further Reading):**

- Journal of Business Research
- Marketing letters
- Journal of Personal Selling & Sales Management
- European Journal of Marketing
- Journal of Business & Industrial Marketing
• International Journal of Research in Marketing
• Production and operations management
• Industrial Marketing Management
• Journal of Interactive Marketing
• Journal of Business Ethics
• Journal of Personal Selling & Sales Management

Unit Schedule

Please refer to iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

• Academic Appeals Policy
• Academic Integrity Policy
• Academic Progression Policy
• Assessment Policy
• Fitness to Practice Procedure
• Grade Appeal Policy
• Complaint Management Procedure for Students and Members of the Public
• Special Consideration Policy (Note: The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)

Students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/admin/other-resources/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be
made available in eStudent. For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support
Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills
Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- Getting help with your assignment
- Workshops
- StudyWise
- Academic Integrity Module

The Library provides online and face to face support to help you find and use relevant information resources.

- Subject and Research Guides
- Ask a Librarian

Student Enquiry Service
For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

Equity Support
Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

IT Help
For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.