



Sales Operations

Course number:	6064
Hours per week:	4
ECTS:	5
Scheduled:	Winter term
Format:	Seminar
Examination:	Seminar papers and/or presentations in the two main topics of sales practice and sales organization (English / German) Bonus service: Working on exercises with/without presentation Working on small projects with/without presentation
Lecturer:	Prof. Dr. Jochen Krieger, Prof. Dr. Thorsten Döhring
Objectives:	<p>The module prepares you particularly for sales work in an industrial environment. It takes up skills acquired from previous courses in the ITV (International Technical Sales) degree program and the sales management major, but is equally suitable for beginners from other degree programs. Based on practical, current and future-oriented topics, the module is aimed at professional sales activities in an industrial environment. This means that graduates will be able to work in a targeted and successful manner in the sales environment in the future.</p> <p>Expertise:</p> <ul style="list-style-type: none">- The students should know the different sales concepts after attending the course- A firm understanding of the current sales concept variants, as well as the critical discussion of them, are of central importance- The focus is on recognizing the overarching connections based on practical examples and examining them critically, as well as possibilities for generalization as a preliminary stage of transferring them to your own work in sales- Current organizational forms and management approaches in sales (applicability and timeliness) <p>Skills:</p> <ul style="list-style-type: none">- After attending the course, students should be able to apply various sales concepts for existing sales organizations- Adapting the organizational forms in the context of business re-engineering is an integrated learning objective that corresponds to the independent essay on sales concepts- Various different concepts are set up using practical examples and simulations. Different business models relevant to technical sales are used as a basis and discussed.



	Competencies: After attending the course, students should be able to critically discuss current events in technical sales and should be able to use the knowledge they have learned to meet changing requirements in sales.
Contents:	<ul style="list-style-type: none">- Which organizational forms are possible or current in sales (overview)- Establishment of an international sales organization (development and practice for deeper understanding)- Setting up different sales concepts based on practical examples and simulations (detailed development and practice for deeper understanding)- Case studies and lectures by practitioners on current topics in technical sales as well as accompanying discussion rounds to theoretically underpin the content (development and practice for deeper understanding)
Pre-requisites	None
Recommended Reading:	Depending on the topic of presentation