



UK

SYLLABUS 2026-2027

Sales Techniques

MODULE SPECIFICATION

Module Code	2627_MKT_1_EN_017
Campus	Oxford
Department(s)	Marketing
Level / Semester	Undergraduate Year 1 (U1); Equivalent to FHEQ level 4 Semester 01
Language of Instruction	English
Teaching Method	☒ In-person (face-to-face) ☐ Distance learning (live online) ☐ e-Learning (asynchronous) ☐ Hybrid: _____
Pre-requisite(s)?	None
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	2
Equivalent FHEQ credits	4
Study Hours	40 hours which comprise of 14 directed learning and 26 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module is a concise introduction to sales techniques, focusing on the customer-centric approach essential for modern sales. It provides an overview of the key practices and methods used to improve interactions with customers and prospects. Students will learn how to structure a sales meeting by exploring stages such as needs discovery, argumentation, and handling objections. The module also emphasises the importance of mastering both verbal and non-verbal communication in a variety of sales contexts.
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Teaching Arrangement	Class time will be devoted to lectures, exercises, discussions and simulations of sales and negotiation cases. Materials (slides, videography, case studies) will be made available to students on Upward.
Learning Outcomes	By the end of this module, students should be able to: 1. Identify the customer's buying process 2. Identify the target groups, objectives and goals of a sales campaign 3. Prepare and conduct ethical sales meetings 4. Provide the means to manage customer complaints
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_U_CG03 - Develop and implement the marketing and sales strategy
Alignment with Programme Learning Goals	PGE_U_CG03_LO01 - Analyse macro environment, benchmark and develop marketing strategy

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

Session 1: Preparation/Making Contact

Content:

- Explain the importance of a sympathetic sales approach
- Preparation/making contact
 - Know how to prepare your sales meeting in advance
 - Successfully making contact with your customer/prospective customer
- Know techniques to facilitate communication

References:

- Voss, C. and Raz, T. (2016) *Never split the difference: Negotiating as if your life depended on it*. Harper Business.
- Pink, D.H. (2013) *To sell is human: The surprising truth about persuading, convincing, and influencing others*. Canongate Books.

Assignments:

- Class discussion
- Exchanges with students

Session 2: Discovery Plan

Content:

- Learn to discover and understand your customer/prospective customer and identify their needs
- Discover the SSNCPS method
- Master different forms of questioning

References:

- Voss, C. and Raz, T. (2016) *Never split the difference: Negotiating as if your life depended on it*. Harper Business.

Last reviewed: 19/08/2026

- Pink, D.H. (2013) *To sell is human: The surprising truth about persuading, convincing, and influencing others*. Canongate Books.

Assignments:

- Class discussions
- Exercises
- Case studies

Session 3: Sales Argumentation

Content:

- How to argue effectively by building a targeted and personalised sales pitch
- How to develop a sales pitch in a professional and appropriate manner

References:

- Voss, C. and Raz, T. (2016) *Never split the difference: Negotiating as if your life depended on it*. Harper Business.
- Pink, D.H. (2013) *To sell is human: The surprising truth about persuading, convincing, and influencing others*. Canongate Books.

Assignments:

- Class discussions
- Exercises
- In-class roleplay

Session 4: Handling Objections

Content:

- Identify, understand and respond appropriately to customer/prospective customer objections

References:

- Voss, C. and Raz, T. (2016) *Never split the difference: Negotiating as if your life depended on it*. Harper Business.
- Pink, D.H. (2013) *To sell is human: The surprising truth about persuading, convincing, and influencing others*. Canongate Books.

Assignments:

- Class discussions
- Exercises
- In-class roleplay

Session 5: The Negotiation Phase

Content:

- Learn to negotiate assertively with a win-win objective with your counterpart
- Understand and identify power plays, balance of power, and negotiation biases

References:

- Voss, C. and Raz, T. (2016) *Never split the difference: Negotiating as if your life depended on it*. Harper Business.
- Pink, D.H. (2013) *To sell is human: The surprising truth about persuading, convincing, and influencing others*. Canongate Books.

Assignments:

- Class discussions
- Exercises
- In-class roleplay

Session 6: Conclusion of a Sales Meeting

Content:

- Anticipate and prepare for a positive conclusion to a sales meeting
- Know how to approach your farewell in a professional manner by mastering interpersonal techniques

References:

- Voss, C. and Raz, T. (2016) *Never split the difference: Negotiating as if your life depended on it*. Harper Business.
- Pink, D.H. (2013) *To sell is human: The surprising truth about persuading, convincing, and influencing others*. Canongate Books.

Assignments:

- Class discussions
- Exercises
- In-class roleplay

Session 7: Ethical Sales Prospecting and Customer Loyalty

Content:

- Prospecting methods: finding new customers
- Loyalty techniques: keeping customers by building relationships

References:

- Voss, C. and Raz, T. (2016) *Never split the difference: Negotiating as if your life depended on it*. Harper Business.
- Pink, D.H. (2013) *To sell is human: The surprising truth about persuading, convincing, and influencing others*. Canongate Books.

Assignments:

- Class discussions
- Exercises

KEY TEXTS

1. Rackham, N. (2016) *SPIN – Selling*. New York, NY: Routledge.

SUPPLEMENTARY TEXTS

1. Belfort, J. (2017) *Way of the wolf. Straight line selling: Master the art of persuasion, influence, and success*. New York, NY: North Star Way.
2. Voss, C. and Raz, T. (2016) *Never split the difference: Negotiating as if your life depended on it*. Harper Business.
3. Pink, D.H. (2013) *To sell is human: The surprising truth about persuading, convincing, and influencing others*. Edinburgh, United Kingdom: Canongate Books.

MODES OF ASSESSMENT

Continuous Assessment (40%)	Written exam	20%
	Video sales simulation	20%

Last reviewed: 19/08/2026

Final Exam (60%)	Sales case study
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MODULE DESIGN TEAM

- Author: *Tony De Vassoigne*
- Reviewer: *Kalust Manukyan*
- External Reviewer: *Desislava Ohanians*