



UK

## SYLLABUS 2025-2026

### Sales Techniques

#### MODULE SPECIFICATION

Module Code	2526_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	<input checked="" type="checkbox"/> In-person (face-to-face) <input type="checkbox"/> Distance learning (live online) <input type="checkbox"/> e-Learning (asynchronous) <input type="checkbox"/> 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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<b>Teaching Arrangement</b>	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.
<b>Learning Outcomes</b>	By the end of this module, students should be able to: <ol style="list-style-type: none"> <li>1. Identify the customer's buying process</li> <li>2. Identify the target groups, objectives and goals of a sales campaign</li> <li>3. Prepare and conduct ethical sales meetings</li> <li>4. Provide the means to manage customer complaints</li> </ol>
<b>Competency Goals</b> <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_U_CG03 - Develop and implement the marketing and sales strategy
<b>Alignment with Programme Learning Goals</b>	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.

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

## **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.

## **MODES OF ASSESSMENT**

<b>Continuous Assessment (40%)</b>	Written exam	20%
	Report	20%

Final Exam (60%)	Case study
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## MODULE DESIGN TEAM

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