

## **ERA 207 Sales and Negotiation Techniques**

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### **5 ECTS**

#### **Objectives – Course description**

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

The course presents them with the sales process and the fundamentals of negotiation, from prospection to account management and purchase agreements.

Students learn to sell and negotiate effectively by engaging in role-plays and putting theory input and new skills into action. In mastering sales and influencing techniques, students learn to develop negotiation strategies and to understand, plan, and achieve their objectives in a variety of contexts.

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
- Contracts and purchase agreements
- 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 materials**

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

**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.