

FICHE PEDAGOGIQUE

DISCRIPTION OF COURSE / DESCRIPTION DU MODULE	
COURSE TITLE / INTITULE : Effective Business Negotiations	CODE : MEMLVM2601
	YEAR / ANNEE : 2009/2010
<p>COURSE PRESENTATION & CONTENTS / CONTENU :</p> <p>This course builds on the knowledge acquired during years 1 & 2 of the EMLV curriculum. It treats the subject of professional sales techniques aiming at teaching how to conduct and close the sale of a general purpose product or service during a corporate face to face sales meeting. The course ends with a presentation of a Business Review . The course is designed for students intending to pursue a career in either sales, marketing, or related support functions.</p>	
<p>SKILLS TARGETED / COMPETENCES VISEES :</p> <ul style="list-style-type: none"> • Analysis of opportunities, customer needs, wants, and preferences; • Development of propositions to correctly satisfy customer needs and present the value of the offering; • Develop negotiations skills • Increase listening skills; • Demonstrate presentation skills 	
DEPARTMENT / DEPARTEMENT FOURNISSEUR : Marketing and Sales	
RESPONSIBLE PROFESSOR / RESPONSABLE PEDAGOGIQUE: Philippe WAGNER	OFFICE / BUREAU : E 452
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POSITION OF THE COURSE IN THE PROGRAM / POSITIONNEMENT DU MODULE DANS LE CURSUS	
SCHOOL / ECOLE : EMLV	YEAR / ANNEE : 3
PROGRAM / PROGRAMME : EMLV	SEMESTER / SEMESTRE : 6
TRACK – MAJOR / OPTION : MARKETING VENTE + SHN	
UNITE D'ENSEIGNEMENT : MARKETING VENTE	
CREDITS ECTS : 4	

LENGTH / DUREE (IN HOURS / EN HEURES)				
TOTAL HOURS / TOTAL FACE A FACE : 25h00	CM : 2h30	CA : 20h00	TD :	TP : 30 minutes/ groupe
TOTAL EVALUATION: 9h00 (CC +TD+ exam)	CC :4h00 (graded written individual assignments+ TD preparation)	EXAM / EXAMEN: 2 h	PRESENTATION / SOUTENANCE : inclus dans TP	

DETAILED DESCRIPTION OF COURSE / DESCRIPTIF DETAILLE DU MODULE
LANGUAGE OF COURSE / LANGUE D'ENSEIGNEMENT : English / Anglais
<p>PREREQUISITES / PREREQUIS :</p> <ul style="list-style-type: none"> • Good level of English (equiv. 700 TOEIC) • S2 : Fondamentaux de la vente & S4: Techniques Commerciales <ul style="list-style-type: none"> ○ Basic notions of sales techniques providing the ability to conduct a face- to-face meeting with a pote customer ○ Basic understanding of the fundamentals of a sales action plan • Base level of interpersonal communications skills • Base level of marketing techniques
<p>LEARNING OBJECTIVES / OBJECTIFS PEDAGOGIQUES :</p> <p>At the end of this course, students will understand and know how to use the tools to successfully drive simple direct sales situations involving a general purpose product or service sales person /team and a corporate buyer.. Students will also learn and demonstrate how to conduct business negotiations successfully.</p>

TEACHING METHOD / METHODE PEDAGOGIQUE :

Interactive sessions presenting the concepts reinforced by examples, cases, tests and exercises to place the concepts into action

- 1 lecture in amphitheater
- 8 reduced group size applications classes with-sub-groups work sessions
- 1 sub-groups workshop – simulation of a real face to face sales call

EVALUATION METHOD / MODALITES D'EVALUATION :

- Ongoing Assessment: 60%
 - 40% - individual papers - 2 application exercises – submitted and corrected
 - 20% - group written paper (Business Review) and presentation based on case study
 - 10% - quality and accuracy of the paper
 - 10% - individual presentations of one aspect of the written paper
- Final examination: 40% (written examination – 2 hours - no notes, no documents)

Regardless of the intermediate grades, students are required to obtain at least 08/20 on the final exam to gain a passing grade for the course.

BIBLIOGRAPHY / BIBLIOGRAPHIE :

- Little Red Book of Sales Answers, Prentice Hall – highly recommended reading
 - Marketing, Barron's Educational Series
 - The Language of Business, BBC
 - Les Techniques de la vente. Editions d'Organisation (an English equivalent will be indicated)
 - Secrets of closing a sale by Zig Ziglar Berkley Books, NY
 - The new conceptual selling by Stephen Heiman, Warner Business books
 - Getting to yes by Roger Fisher and William Ury. Penguin
- Glossaries of business English terms will be supplied.

GENERAL COURSE STRUCTURE:

- Part One: General techniques of selling
- Part Two: Application case study of a business negotiation in a corporate environment

COURSE SEQUENCE / DEROULEMENT DU MODULE						
SESSION N° SEANCE	LENGTH DUREE	TYPE	PERSONAL WORK TRAVAIL PERSONNEL	TOPIC / THEMES	COURSE LOGISTICS LOGISTIQUE DU COURS	INSTRUCTOR INTERVENANT
1	2h30	CM	6h00	Course introduction. The phases of a sales situation. The sales function and the profile of the sales rep.	Amphi, PC, Video, Internet, connection	Barbet-Massin
2	2h30	CA	1h30	The sales pyramid. The marketing contribution to the sales process: strategic and operational marketing.	n groups, each with Two adjacent rooms – one with PC, video <i>Pour chaque groupe, deux salles adjacentes - une avec PC, vidéo</i>	Barbet-Massin/ Bianchi, Blanloeil/ Elliston
3	2h30	CA	1h30	From Marketing to Sales. Prospection. Meet the prospect.	n groups, each with Two adjacent rooms – one with PC, video <i>Pour chaque groupe, deux salles adjacentes - une avec PC, vidéo</i>	Barbet-Massin/Bianchi Blanloeil/ Elliston
4	2h30	CA	1h30	Understanding the customer needs. The buyer's behavior and decision	n groups, each with Two adjacent rooms – one with PC, video <i>Pour chaque groupe, deux salles adjacentes - une avec PC, vidéo</i>	Barbet-Massin/Bianchi Blanloeil/Elliston
5	2h30	CA	1h30	The proposal. Addressing the objections and negotiating the price.	n groups, each with Two adjacent rooms – one with PC, video <i>Pour chaque groupe, deux salles adjacentes - une avec PC, vidéo</i>	Barbet-Massin/Bianchi Blanloeil/Elliston
6	2h30	CA	1h30	Closing the meeting. Review of all the steps of the pyramid.	n groups, each with Two adjacent rooms – one with PC, video <i>Pour chaque groupe, deux salles adjacentes - une avec PC, vidéo</i>	Barbet-Massin/Bianchi Blanloeil/Elliston
7	2h30	CA	1h30	Business case: presentation. Elaboration of the marketing strategy, the tariff grid and the communication plan.	n groups, each with Two adjacent rooms – one with PC, video <i>Pour chaque groupe, deux salles adjacentes - une avec PC, vidéo</i>	Barbet-Massin/Bianchi Blanloeil/Elliston
8	2h30	CA	1h30	How to prospect the buyer? The buyer's techniques. The selling points.	n groups, each with Two adjacent rooms – one with PC, video <i>Pour chaque groupe, deux salles adjacentes - une avec PC, vidéo</i>	Barbet-Massin/Bianchi Blanloeil/Elliston
9	2h30	CA	1h30	The preparation of the phone call and the meeting including answers to objections.	n groups, each with two adjacent rooms- one with PC, video <i>Pour chaque groupe, deux salles adjacentes-une avec PC, vidéo</i>	Barbet-Massin/Bianchi Blanloeil/Elliston
10	2h30	TP	30 minutes/sous-groupe	Presentation and written assignment: closing meeting at the end of a complete sales campaign.	Prévoir 2x2 salles adjacentes dont 2x1 avec PC et video.	Barbet-Massin/Bianchi Blanloeil/Elliston