

COURSE OUTLINE - FICHE PEDAGOGIQUE

DISCRIPTION OF COURSE / DESCRIPTION DU MODULE	
COURSE TITLE / INTITULE: WINNING THE BUSINESS IN B2B: MASTERING THE ART OF B2B SELLING	CODE: MEMLVM2811 YEAR / ANNEE: 2009/2010
COURSE PRESENTATION & CONTENTS / CONTENU: This course responds to the question of how to successfully conduct and manage selling in the complex B2B environment — including product and services sales, project sales, and international project negotiations. Building on the S6 course in Effective Business Negotiations, this course focuses on mastering the complex sales situation found in B2B. Included is managing the opportunity portfolio, sales forecasting, and managing large accounts.	
SKILLS TARGETED / COMPETENCES VISEES: <ul style="list-style-type: none"> • Discovery of key interests, challenges, and priorities of the prospect; • Analysis of complex sales situation with its multiplicity of involved parties; • Organization of an effective campaign to convince a prospective customer; • Management of the negotiation process — including the constructive handling of objections; • Management of sales negotiations in international environments; and • Management of a portfolio of business opportunities. 	
DEPARTMENT / DEPARTEMENT FOURNISSEUR: Marketing and Sales	
RESPONSIBLE PROFESSOR / RESPONSABLE PEDAGOGIQUE: Marcos Lima	OFFICE / BUREAU: E 415
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POSITION OF THE COURSE IN THE PROGRAM / POSITIONNEMENT DU MODULE DANS LE CURSUS	
SCHOOL / ECOLE: EMLV	YEAR / ANNEE: 4
PROGRAM / PROGRAMME : EMLV	SEMESTER / SEMESTRE : 8
TRACK – MAJOR / OPTION: Commerce / B2B	
UNITE D'ENSEIGNEMENT : Marketing and Sales	
CREDITS ECTS : 3	

LENGTH (IN HOURS) / DUREE (EN HEURE)				
TOTAL HOURS / TOTAL FACE A FACE: 35h00	CM: 22h30	CA:	TD: 12h30	TP:
TOTAL EVALUATION: 4h30	CC: 1h15	EXAM / EXAMEN: 2h00	PRESENTATION / SOUTENANCE: 1h15	

DETAILED DESCRIPTION OF COURSE / DESCRIPTIF DETAILLE DU MODULE
LANGUAGE OF COURSE / LANGUE D'ENSEIGNEMENT: English / Anglais
PREREQUISITES / PREREQUIS: <ul style="list-style-type: none"> • Sufficient level of English (750 TOEIC) • Mastery of all the courses of marketing and sales of the previous semesters. • Understanding of the organization of companies and their modes of functioning • Finance and accounting: Introduction to Finance, Treasury and Financial Planning, Managerial Accounting or Finance for Commercial • Effective Business Negotiations • Project Management

LEARNING OBJECTIVES / OBJECTIFS PEDAGOGIQUES:

As a result of this course, the student will:

- Have learned and be able to use the principles of the “consultative selling” approach;
- Be able to organize a sales campaign in the B2B environment and to target their efforts;
- Know how to discover real customer needs and concerns and be able to construct and present their offering in a manner which is appropriate for the prospect;
- Understand custom project selling and know how to achieve success in proposing and selling custom project solutions;
- Know how to manage the negotiation process — including the handling of objections;
- Be able to decrypt and manage the complex sales situation;
- Understand and know how to conduct international project negotiations;
- Know how to manage a “pipe-line” of opportunities; and
- Know how to and be able to realistically construct a sales forecast.

TEACHING METHOD / METHODE PEDAGOGIQUE:

This course is conducted interactive sessions presenting the concepts reinforced by cases and exercises to place the concepts into action. As part of the course, students engage in a workshop exercise of international marketing.

EVALUATION METHOD / MODALITES D'EVALUATION:

Ongoing assessment: 60 % —

- 30% mid-term quiz (individual),
- 30% team TD/workshop exercises (team note),

Final Assessment: 40 % — final examination — written and without reference materials

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:

- FISHER, R., URY, W, and PATTON, B; *Getting to Yes: Negotiating an agreement without giving in*; Penguin / Broché.
- HANAN, Mack; *Consultative Selling: The Hanban Formula for High-Margin Sales at High Levels*; Relié / AMACOM.
- HEIMAN, Stephen E. and MILLER, Robert; *Face to Face Selling*.
- FRAISSE, Henri; *Le Manuel de l'Ingénieur d'Affaires*; Broché / Dunod 2002.

Additional support materials and documents distributed during the sessions or made available.

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	5h00	B2B selling principals: Consultative selling How to discover decision makers' needs & build convergent cause-effect links	Salle Équipée	DANES
2	1h15	TD	3h00	QUESTION: SPIN & Value Chain Questioning (graded)	Salle Équipée	DANES
3	2h30	CM	4h00	How to align your marketing materials with different decision maker's profiles	Salle Équipée	DANES
4	1h15	TD	3h00	PREPARE: Introduction Speeches & Reference Stories (graded)	Salle Équipée	DANES
5	2h30	CM	4h00	How to develop account selling to access decision partakers & decision makers	Salle Équipée	DANES
6	1h15	TD	3h00	CONTROL: Speeches to rebound, speeches to escalate (graded)	Salle Équipée	DANES

7	2h30	CM	4h00	How will you organize your team to present your solution to their team How to deal with objections & to reinforce team capacity to prevent them	Salle Équipée	DANES
8	1h15	TD	4h00	PRESENT: Solution value & deployment Team Presentation (graded)	Salle Équipée	DANES
9	1h15	TD	4h00	ANSWER: Objections handling; Objections note book	Salle Équipée	DANES
10	1h15	TD	4h00	Mid-Term Quiz	2 salles - PCs with Internet – one per student	DANES + 1 surveillant
11	2h30	CM	4h00	How to organize a negotiation team based on their key decision criteria	Salle Équipée	DANES
12	1h15	TD	4h00	NEGOTIATE1: Prices, T&C negotiation (graded)	Salle Équipée	DANES
13	2h30	CM	3h00	How to partner for marketing, selling & servicing custom projects	Salle Équipée	DANES
14	1h15	TD	4h00	NEGOTIATE2: Commitments negotiation (graded)	Salle Équipée	DANES
15	2h30	CM	4h00	How to build & drive an effective selling & negotiation team when dealing abroad	Salle Équipée	DANES
16	1h15	TD	5h00	NEGOTIATE3: International negotiation (graded)	Salle Équipée	DANES
17	2h30	CM	4h00	How to work with marketing & sales forces as a team to generate business	Salle Équipée	DANES
18	1h15	TD	3h00	PROSPECT: E-mail, phone & mail lead generation (graded)	Salle Équipée	DANES
19	2h30	CM	3h00	How to challenge your sales team & assess your aggregate business potential	Salle Équipée	DANES