



VILLANUEVA
CENTRO UNIVERSITARIO
UNIVERSIDAD COMPLUTENSE MADRID

SALES TECHNIQUES

Students from different countries in their international semester
6 ECTS credits
30 teaching hours

GOALS

Students will learn the necessary skills to develop a professional direction and management of the sales area within the company, with special attention to achieving the "maximum selling capacity".

Also, designing and organizing a sales team according to the needs of the company and in line with the goals set out in its planning, as well as practicing negotiation techniques to achieve the sales goals.

METHODOLOGY

The course combines a theoretical and practical approach to the main notions and tools in sales, focusing on the current situation of the market (mass consumption products). Our analysis will constantly refer to actual facts and experiences which have occurred –or are still occurring- within our market, from the "sales point of view" of each situation.

Theoretical Part

The study of the textbook is essentially the student's individual work. The teacher will explain and go into the most significant aspects of each chapter in depth. Students will have the opportunity to pose their questions and doubts in the classroom and after reading each chapter.

This autonomous learning scheme relies on the use of a reference textbook, bibliography, all material posted on the website and submitted in class, and complementary scientific and educational publications.

Practical Part and Student projects

Classroom exercises proposed by the teacher for every topic with practical cases and problem-solving methods. Voluntary projects will allow each student to set his/her own individual performance standard and depth for the subject.

The classroom will also be a forum of discussion and analysis of the current situation of sales management.

Classroom work with practical cases and problem-solving

Sales role-plays

Checking Villanueva's webpage at least weekly for new updates will be essential.

ASSESSMENT

Continuous assessment combining different criteria and considerations: active class participation, voluntary projects and final written examination.