

Business Development and Strategic Selling (F000875)

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0 **Study time 90 h**

Course offerings and teaching methods in academic year 2025-2026

A (semester 2)	English	Gent	group work
			independent work
			lecture

Lecturers in academic year 2025-2026

Lemke, Fred	EB23	lecturer-in-charge
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Offered in the following programmes in 2025-2026

	crdts	offering
Master of Science in Teaching in Economics(main subject Business Economics)	3	A
Master of Science in Business Economics (main subject Accountancy)	3	A
Master of Science in Business Economics (Double Degree)(main subject Accountancy)	3	A
Master of Science in Business Economics (Double Degree)(main subject Corporate Finance)	3	A
Master of Science in Business Economics (main subject Corporate Finance)	3	A
Master of Science in Business Economics (Double Degree)(main subject Marketing)	3	A
Master of Science in Business Economics (main subject Marketing)	3	A
Exchange programme in Economics and Business Administration	3	A

Teaching languages

English

Keywords

Sales, Business development

Position of the course

This course will be taught over a 6 week period after Easter break. Students will learn how to build a complex marketing and sales plan. In addition, the course focusses on how to convince clients using the most appropriate sales techniques.

Contents

The main objective of this course is to help students understand the building blocks of a marketing plan and sales plan and a sales pitch that business professionals do on a daily basis.

It will involve the students understanding the concept of customer needs analysis, followed by segmenting your customer base based on needs (customer portfolio analysis). Once the students have an idea about the customer portfolio analysis, the next step will involve developing unique selling propositions to customers followed by sessions on sales skills aimed at selling value to the customer.

Initial competences

Basics of B2B Marketing

Final competences

- 1 Relevant analysis of prospects and existing customer base, using marketing skills to create customer value through business development / marketing and sales plans.
- 2 Examining major concepts in business development as well as sales and critically assess their application to the business environment.
- 3 Developing analytical skills in relation to business development challenges.
- 4 Effectively reading, gathering, and interpreting information and drawing informed conclusions to solve a problem.
- 5 Adequately communicating insights to peers.
- 6 Mapping complex issues or assignments.
- 7 Mastering research methods and techniques.
- 8 Making informed recommendations.
- 9 Solving issues or assignments in a creative and original manner.
- 10 Taking initiative.
- 11 Taking on a critical attitude.
- 12 Exhibiting quality concerns.

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, Lecture, Independent work

Extra information on the teaching methods

Teamwork is an essential part of this course. For the group assignment, the minimum size of a team is four. The maximum number of students per team will be determined at the beginning of the course and the maximal size of groups will be defined in Ufora. After the second week, students that have not yet selected a group will be assigned to teams that still have capacity. This will ensure that all teams will be of a comparable size.

Based on the limited sessions, participation and involvement is mandatory to obtain the final competences of this course.

Study material

Type: Handouts

Name: presentation hand-outs

Indicative price: Free or paid by faculty

Optional: no

References

This class will be based on materials mostly from business books and the selective list is as follows:

- Anderson JC, Kumar N and Narus JA. (2007) Value merchants: demonstrating and documenting superior value in business markets, Boston, Mass.: Harvard Business School Press.
- Cooper I. (2012) The Financial times guide to business development: how to win profitable customers and clients, Harlow, England; New York: Pearson.
- Finch B. (2016) How to write a business plan, London; Philadelphia: Kogan Page.
- Manning GL, Ahearne M and Reece BL. (2018) Selling today: partnering to create value, Ny, Ny: Pearson.
- McDonald M and Wilson H. (2016) Marketing plans: how to prepare them, how to profit from them, Hoboken: Wiley.
- Newton S. (2013) The professional's guide to business development: how to win business in the professional services, London: Kogan Page.
- Rackham N. (2016) SPIN selling, Croydon: Routledge.
- Weinberg M. (2013) New sales. Simplified: the essential handbook for prospecting and new business development, New York: American Management Association.
- Zoltners AA, Sinha P and Lorimer SE. (2004) Sales force design for strategic advantage, New York; Basingstoke: Palgrave Macmillan.
- Zoltners AA, Sinha P and Lorimer SE. (2009) Building a winning sales force:

powerful strategies for driving high performance, New York: AMACOM
Students are not required to buy any specific book as the professor selects the appropriate material and presents it in class.

Course content-related study coaching

The course material is made available via Ufora. The teacher is present to answer questions during/after each class and via email.

Assessment moments

continuous assessment

Examination methods in case of periodic assessment during the first examination period

Examination methods in case of periodic assessment during the second examination period

Examination methods in case of permanent assessment

Participation, Peer and/or self assessment, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is not possible

Extra information on the examination methods

Class attendance and participation are mandatory. In light of 100% of the mark being attributed to continuous assessment, students will not be able to join the course after the conclusion of the second session.

Calculation of the examination mark

The final score consists of:

Groupwork + presentation (70%)

Peer assessment (10%)

Individual contribution (20%)

The responsible lecturer retains the responsibility of the final evaluation. When a group member clearly has different input and participation in the group work, his individual score may differ from the score of the other group members.

Students who eschew one or more parts of the assessment can no longer obtain a pass mark for the course unit. Should the final mark be higher than 7/20, it will be reduced to the highest non-tolerable mark (i.e. 7/20).

When the student obtains less than 10/20 for at least one of the components, they can no longer obtain a pass mark for the course unit as a whole. If the total score does turn out to be a mark of 10 or more out of 20, this is reduced to the highest fail mark, 9/20.

Facilities for Working Students

Please contact the professor before the first day of class to see whether special arrangements can be made for the group work. Please note that attendance during the class sessions remains mandatory.