

## Sales Techniques (F710407)

**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 2024-2025**

A (semester 1)

Dutch

Gent

lecture

seminar

independent work

**Lecturers in academic year 2024-2025**

Spruyt, Adriaan

EB23

lecturer-in-charge

**Offered in the following programmes in 2024-2025**

**crdts**

**offering**

[Master of Science in Teaching in Economics\(main subject Business Administration\)](#)

3

A

[Master of Science in Business Administration\(main subject Commercial Management\)](#)

3

A

**Teaching languages**

Dutch

**Keywords**

Sales, sales management

**Position of the course**

This course provides insights into the methods and techniques that drive B2B and B2C sales, in an online, offline, as well as a multichannel environment.

**Contents**

The relationship between sales and marketing  
 Psychological pricing  
 Sales techniques  
 Commercial communication skills  
 Ethical aspects of sales  
 Sustainable sales  
 Sales funnel management  
 Key account management  
 Sales budgeting and forecasting

**Initial competences**

General knowledge marketing  
 General knowledge retail management

**Final competences**

- 1 Exhibit a good understanding of different sales techniques
- 2 The ability to select the most appropriate sales techniques in any given situation, taking into account (recent) scientific findings
- 3 The ability to evaluate the effectivity of new sales techniques based on (recent) scientific findings
- 4 The ability to apply various sales techniques
- 5 Basic understanding of sales budgeting
- 6 Basic understanding of sales forecasting
- 7 The ability to assess the sustainability of sales actions
- 8 Basic understanding of commercial communication skills

**Conditions for credit contract**

Access to this course unit via a credit contract is determined after successful competences assessment

**Conditions for exam contract**

This course unit cannot be taken via an exam contract

**Teaching methods**

Seminar, Lecture, Independent work

**Study material**

Type: Slides

Name: Verkooptechnieken

Indicative price: Free or paid by faculty

Optional: no

Language : Dutch

Number of Slides : 200

Available on Ufora : Yes

Type: Reader

Name: Nota's bij het opleidingsonderdeel Verkooptechnieken

Indicative price: Free or paid by faculty

Optional: no

Language : Dutch

Number of Pages : 45

Online Available : Yes

**References****Course content-related study coaching**

Questions during the sessions, by e-mail, or by appointment.

**Assessment moments**

end-of-term and continuous assessment

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

Written assessment with multiple-choice questions, Written assessment with open-ended questions

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

Written assessment with multiple-choice questions, Written assessment with open-ended questions

**Examination methods in case of permanent assessment**

Participation

**Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible in modified form

**Extra information on the examination methods**

Written exam: consists of multiple choice questions (50%) and open-ended questions (50%).

Participation: participation in 1 workshop. In the event of a legitimate absence during the workshop, a replacement assignment is provided. Students who are absent during the workshop or fail to submit their replacement assignment must still submit the replacement assignment before the second session in order to pass.

**Calculation of the examination mark**

Written exam: 18/20

Participation: 2/20

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 9/20, it will be reduced to the highest fail mark (i.e. 9/20).