

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 2026-2027

A (semester 1)

Dutch

Gent

independent work

seminar

lecture

Lecturers in academic year 2026-2027

Spruyt, Adriaan

EB23

lecturer-in-charge

Offered in the following programmes in 2026-2027

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

crdts

3

offering

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 (10/20) and open-ended questions (9/20).

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: 19/20

Participation: 1/20

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).