

# SALES AND BUSINESS DEVELOPMENT

# Sales and Business Development

## Course Description

This course provides an introduction to sales and business development, with a focus on sales strategy, sales process management, account management, and partnership development. Through a combination of lectures, case studies, and role-playing exercises, students will learn how to develop effective sales strategies and build long-term relationships with clients and partners.

## Course Goals:

- Understand the principles and practices of sales and business development
- Develop the skills to create and implement effective sales strategies
- Learn how to manage the sales process from lead generation to closing the deal
- Gain insights into account management and partnership development

## Course Outline:

### Week 1: Introduction to Sales and Business Development

- Overview of sales and business development
- The role of sales in business growth
- Trends and challenges in the field of sales and business development

### Week 2: Sales Strategy

- Developing a sales strategy
- Understanding target markets and customer segments
- Conducting market research and competitive analysis

### Week 3: Sales Process Management

- Understanding the sales process
- Lead generation and prospecting
- Qualifying leads and managing the pipeline

## Week 4: Account Management

- Managing customer relationships
- Building long-term partnerships
- Understanding customer needs and preferences

## Week 5: Partnership Development

- Developing partnerships and alliances
- Negotiating and closing deals
- Maintaining successful partnerships

## Assessment and Evaluation:

Participation and Attendance: 10%

Homework Assignments: 30%

Midterm Exam: 20%

Final Exam: 40%

## Required Readings:

1. [SPIN Selling by Neil Rackham](#)
2. [The Challenger Sale: Taking Control of the Customer Conversation by Brent Adamson and Matthew Dixon](#)
3. [Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers by Geoffrey A. Moore](#)
4. [Mastering the Complex Sale: How to Compete and Win When the Stakes are High! by Jeff Thull](#)
5. [The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible by Brian Tracy](#)
6. [Sales Management. Simplified.: The Straight Truth About Getting Exceptional Results from Your Sales Team by Mike Weinberg](#)
7. [Account-Based Marketing For Dummies by Sangram Vajre](#)

## Course Assignments:

1. Develop a sales strategy for a specific market segment
2. Create a sales process management plan for a hypothetical product or service
3. Conduct a case study analysis of an effective account management strategy
4. Develop a partnership development plan for a specific industry or sector

## Classroom Policies:

- Attendance and participation are expected in every class.
- Late homework assignments will not be accepted without prior approval from the instructor. If you have an emergency or an unexpected situation that prevents you from completing an assignment on time, please contact the instructor as soon as possible.
- Academic dishonesty, including plagiarism and cheating, will not be tolerated and will result in a failing grade for the course. It is the responsibility of each student to ensure that their work is original and properly cited.
- Students are expected to treat each other and the instructor with respect and professionalism. Inappropriate behavior, including harassment and discrimination, will not be tolerated and may result in disciplinary action.
- Accommodations for students with disabilities are available through the Disability Services Office.

## Course Resources:

- Online resources, including articles, videos, and tutorials, will be assigned throughout the course.
- Guest speakers from industry and academia will be invited to share their insights and experiences in sales and business development.
- The course website will include links to sales and business development tools and resources, such as software and case studies.