

Guía Docente
Salesforce management
Primera Convocatoria 2021/2022

Datos generales de la asignatura

Programa:	Global Sport Business Master
Asignatura:	Salesforce management
Medida:	1.5 ECTS
Carácter:	Obligatoria

Temario

Session 1 - Salesforce recruitment and training

- What criteria should be taken into account when hiring sales staff? What is a good salesperson?
- Partnering with Human Resources to hire sales staff & tools for recruitment
- How to train salesforce? What skills should be developed? How to use technologies in the training of sales staff?
- Key factors in the preparation of a good salesperson: communication, negotiation, presentation
- Training sales intelligence

Session 2 – Organising and motivating salesforce

- Time management & Leadership
- Incentives to improve performance
- How to manage a sales team? Who should be responsible for sales?
- How to keep a team motivated in the context of bad sales results?
- Is it possible to motivate a salesperson? Are there any international selling techniques?

Session 3 – Sales supervision and monitoring

- How to supervise sales? How much freedom should be given to a salesperson?
- How to assign tasks to a sales team? Which responsibilities could be delegated?
- How to keep an eye on the process on sales whether at a local/national/global scale?

Session 4 – Evaluating Salesforce

- How to evaluate salesforce? How to measure performance?
- Why evaluating salesforce? How to set standards of performance?
- How to collect information regarding individual and global performance? - How to make decisions regarding salesforce considering sales results? - Objective vs subjective evaluation
- Rewarding and paying salespersons in accordance to results

Session 5 - Consumer behaviour, CRM and CEM

- How to forecast clients' expectations? How to stimulate client's needs?
- How to integrate customers in the process of sales?
- How to connect CRM/CEM and sales results?
- Customer-centric model vs Business-centric model
- Surveys to measure satisfaction

Equipo docente

Daniela Negreda

Resultados de aprendizaje

Competencia básica

Competencias generales

diseñar estrategias de fidelización y satisfacción de la fuerza de ventas de una empresa deportiva (Competencias Instrumentales)

liderar un equipo con el fin de conseguir el éxito en un proyecto de ventas en la industria del deporte (Competencias Sistémicas)

desarrollar capacidades de liderazgo de equipos (Competencias Interpersonales)

Conocimientos

Determinar la fuerza de ventas necesaria en un contexto deportivo de producto o servicio

Planificar una estrategia de ventas con una aproximación humana

Evaluar el rendimiento de la fuerza de ventas

Destrezas

Cooperar con los componentes de la fuerza de ventas y conseguir la máxima motivación en los mismos (Plano Subjetivo)

Identificar las herramientas necesarias para ampliar las habilidades de la fuerza de ventas (Plano Psicomotor)

Actividades formativas

Role playing		
Presentaciones en grupo		
Ejercicios		
Trabajo en grupo		

Actividades de evaluación

Examen escrito

Trabajos, Ensayos