UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Commercial and Sales Management

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Commercial and Sales Management (V1029)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

2nd Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor PEDRO MIGUEL ARAÚJO RODRIGUES

12. Assistants

Prof. Doutora MÓNICA AMÂNCIO DA SILVA BORGES

13. Teaching Language

Portuguese

14. General Objectives

This discipline has the general objective of studying the essential concepts and tools of sales and commercial management. It is also intended to analyze and address the main sales techniques, relevant in the professional context.

15. Specific Objectives

1.Promote knowledge of sales and commercial management, focused on planning, monitoring and management and the main sales techniques.
2.Develop the ability to participate, in the context of a work team, in the sales force management process, applying the principles and tools taught.

16. Skills to be acquired

1. Master the principles that govern the sales and commercial management process, namely the construction and structuring of a sales force;
2.Know the need and applicability of training, motivation and global management of the sales force;
3.Dominate sales techniques and know the different contexts that can frame its application ;
4. Management of sales teams and commercial management

17. Teaching Methodology

Theoretical-practical classes with theoretical exposition of commercial and sales management and sales concepts based on the bibliography of the discipline.
Tutorial guidance classes with practical exercises and student monitoring

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18. Course Unit Program

1. The role of sales, the sales process and techniques
- Sales in the global and digital era B2B and B2C
- New and old sales models
- Sales evolution
- The seller's role in sales, personal sales
- Sales growth strategies
- Analysis, prospecting and preparation
- Sales interviews, objection management and closing
2. Relational and consultative sales
- The benefits and pains, political navigation
- The sales plan and the account plan
3. Strategies and commercial planning
- the different strategies
- planning, goal setting, sales force size
- commercial and sales recruitment and selection
- sales force management: training, supervision, remuneration and compensation, motivation and training
- management by objectives, monitoring and evaluation

19. Assessment Methods

- 2 written tests
- workgroup
- final exam

20. Didactic Resources

Case studies
Business Cases
Bibliography
Exercises
Powerpoint presentations

21. Sustainability Objectives

The discipline intends to contribute to sustainability:
1 - Ensuring equal access to quality technical, professional and cultural education
2 - Substantially increasing the number of young people and adults with relevant qualifications, including technical and professional skills, for employment, decent work and entrepreneurship
3 - Combating inequality, promoting equal opportunities in university education, including for people in vulnerable situations

22. Keywords

Commercial management
Sales management
Sales team management
Customer Management

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23. Main Bibliography

Author(s):	Schwab, L.		
Title:	Gestão de vendas		
Edition:	1ª	Year:	2021
Local:	Lisboa		
Publisher:	Actual Editora		

Author(s):	Bertuzzi, T.		
Title:	The sales development playbook		
Edition:	1ª	Year:	2016
Local:	Hudson		
Publisher:	Moore-Lake		

Author(s):	Weinberg, M.		
Title:	Sales management. Simplified.: The straight truth		
Edition:	1st	Year:	2015
Local:	New York		
Publisher:	AMACOM		

24. Complementary Bibliography

Author(s):	Magaldi, S.		
Title:	Vendas 3.0		
Edition:	1ª	Year:	2009
Local:	Rio de Janeiro		
Publisher:	Elsevier		

Author(s):	Gitomer, J.		
Title:	O livro vermelho das vendas		
Edition:	1ª	Year:	2019
Local:			
Publisher:			

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'GESTÃO COMERCIAL E DAS VENDAS': Academic Year 2024/2025
Autor / Author	Prof. Doutor PEDRO MIGUEL ARAÚJO RODRIGUES
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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