UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Commercial and Sales Management

Academic Year 2025/2026

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 MONTES MENDES ROCHA FERREIRA

13. Teaching Language

Portuguese

14. General Objectives

The main objective of this course is to provide an overview of the essential concepts and tools in sales management. It also aims to analyze and discuss the main sales techniques relevant in a professional context.

15. Specific Objectives

1. To increase knowledge and action in commercial and sales management, with particular emphasis on planning, monitoring and sales teams management;
2. To develop the ability to participate, within a work team, on the sales force management process, applying the covered principles and tools;
3. To develop the skills to be part of a sales force, practicing the sales techniques covered.

16. Skills to be acquired

1. Apply the fundamentals of commercial management on the sales force creation and structuring;
2. Assess training, motivation and overall sales force management needs;
3. Execute sales techniques adapted to different professional contexts;
4. Plan and coordinate sales teams and commercial management processes.

17. Teaching Methodology

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

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18. Course Unit Program

1. The role of sales, 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

SDG 8- Decent Work and Economic Growth: Commercial and sales management is a key factor to the economy development and generating qualified jobs. SDG 9- Industry, Innovation, and Infrastructure: Applying innovative sales techniques and leveraging technological modernization processes. SDG 10- Reducing Inequalities: Promoting inclusive business practices and balanced market opportunities.

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
ISBN Code: 9789896943134

Author(s): Bertuzzi, T.
Title: The sales development playbook
Edition: 1ª Year: 2016
Local: Hudson
Publisher: Moore-Lake
ISBN Code: 0692622039

Author(s): Weinberg, M.
Title: Sales management. Simplified.: The straight truth
Edition: 1st Year: 2015
Local: New York
Publisher: AMACOM
ISBN Code: 9780814436431

24. Complementary Bibliography

Author(s): Magaldi, S.
Title: Vendas 3.0
Edition: 1ª Year: 2009
Local: Rio de Janeiro
Publisher: Elsevier
ISBN Code: 9788535227314

Author(s): Gitomer, J.
Title: O livro vermelho das vendas
Edition: 1ª Year: 2019
Local:
Publisher: Gestão Plus
ISBN Code: 9789898820099

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'GESTÃO COMERCIAL E DAS VENDAS': Academic Year 2025/2026
Autor / Author	Prof. Doutor PEDRO MIGUEL ARAÚJO RODRIGUES
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Colaborador(es) / Colaborator(s)	-
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