



**Course number: BWB 16290**  
**International Sales Management**  
**Study level: Bachelor /**  
**Undergraduate**

**Prof. Dr. Frank Best**  
**Language of instruction: English**  
**ECTS Credits: 3**

## **Objectives:**

Serving customers globally and managing international sales teams is an on-going challenge in today's economy. This course will prepare students for the complexity of international sales management by teaching modern methods and tools of international sales. Customer orientation and competitive advantages will be put at the heart of a successful sales strategy. We will look at the process of planning, executing, controlling and adapting sales strategies as well as building and leading a sales organisation. The avoidance of risk in international sales as well as methods of analysing sales data will be discussed. The course focuses mainly on B2B sales.

## **Contents:**

### **Introduction**

Examples of international supply chains and supply networks from a sales point of view.

### **International Sales planning**

Methods of Market research, competitor's watch, and planning and forecasting tools will be presented.

### **Sales strategies and customer orientation**

Choosing the optimal sales strategy depending on the type of market, the type of product and the sales region.

### **Sales organisation and incentives**

How to organise and motivate international sales teams.

### **Sales objectives**

What are reasonable objectives in sales management, how can they be measured, and what is to be done in case they are not achieved?

### **The sales process**

A detailed description of the sales process from the first contact with the customer to the finished deal.

### **Sales relevant documentation**

Relevant documents include NDA, product specifications, RfQ, offers, Lol, MoU, sales contracts, and GTC.

### **Sales risks and how to avoid them**

How to deal with currency risks, delivery risks, planning risks, price risks, payment risks, and trade barriers.

### **Sales Analysis**

We will take a look at different ways of interpreting sales data and show how to isolate price effects, volume effects, mix effects, currency effects and others.

## **Assessment:**

There will be a 60 minutes written exam at the end of the course as well as some small tests during the course.