



**«ADVANCED SALES MANAGEMENT», 2 days**

**COURSE OBJECTIVE:**

improvement of professional competencies in organization of marketing communication for petroleum companies and study of effective sales technics.

**ACQUIRED ABILITIES:**

- Apply sales methods in practice;
- Use psychological and technological tools of organization of marketing communication.

**COURSE CONTENT:**

Module Name	Content
Review of sales theory	Evolution of sales: from direct sales to classic theory of demand meeting. Case study: how Coca-Cola and Pepsi divided continents. How did the main sales models develop? (B2C, B2B, multi-level and social marketing). Case study: how do major investment banks sell their services and why do football clubs need sales-scouts? Classification of sales (web-store, direct sales, franchising sales, dealer system, long-lead sales cycles (SPIN), trade sales, virus sales). Case study: Investment cycle paradox, why can't people adequately sell weapons and oil? Push – Pull approach and what should we wait in the future of sales development? Case study: new model of emotional sales of electric car Tesla.
Sales classic	Classic steps of sale – search, need identification, chose influence, negotiation, completing transaction, logistics, after-sale activity. Case study: why did Mars buy up world peanut harvest in 2004? Industrial sales: Key Nuances (sales-engineer, supervision, projects, pharmacy, military, oil and gas equipment, R&D, sale of money). Case study: Tulip bubble and sales crisis in 18 century. Hard-Skills: Sales technology and circuitry engineering: algorithms and check list. Case study: Turing Sales Automation. Soft-Skills: Emotions and psychology of sales. Case studies: 6 months in fishing schooner or social anthropology principles of Kevin Wishild.
Phycology of sales –	Theory and practice of objection handling. Why does human factor

Upscaling	<p>mitigate against projects and assist in sales?</p>
<p>Selling technologies – price management and negotiation skills</p>	<p>Skills of operation with valuable environment. Methodology. Negotiations in conditions of incomplete or implicit. Main aspects and technics of sales (proprietary technologies). Motivation of perfect sale: why shouldn't do it? Individual communication with listeners.</p>