

MINOR INTERNATIONAL SALES & ACCOUNT MANAGEMENT

**Academy of Entrepreneurship Marketing & Innovation (AOMI)
Academy of Marketing & International Business (AMIB)**

In today's rapidly changing world and given the continual growth of international trade, the role played by sales is becoming increasingly complex. The development of sales techniques and the personal training of conversation, presentation and negotiation skills have been a priority for many years. In-depth training continues to be important, but in an international environment, the perspective has changed.

KNOWLEDGE AND SKILLS TRAINING

In order to make the right choices in an international environment, you need to understand the environment if you are to gain the right perspective. You will also require expertise when it comes to sales strategies and making organisational decisions.

This minor provides you with knowledge of major sales processes within a commercial environment and provides training on skills and techniques to influence those processes.

The minor therefore consists of 2 levels:

- the knowledge and insights needed to create a commercial sales toolkit and an account plan as a basis for commercial negotiations
- training in essential personal skills for successful personal selling, and training in professional negotiation skills within a commercial environment

At the end of the minor you will be able to:

1. Outline a sales or international sales and account strategy
2. Develop a successful personal selling process and respond effectively to counter arguments
3. Create a professional sales toolkit and account plan
4. Negotiate at a professional level

During the minor, you will be working in small project groups with students from different countries and with different backgrounds.



The minor consists of 2 separate 10-week periods, 30 ECTS in total. The different periods will deal with several themes from a commercial sales perspective. Both periods consist of 7 teaching weeks and 3 weeks of exams. The 7 teaching weeks revolve around 1 major project on behalf of a real company in which you will implement the knowledge you have learned in class in a practice-based assignment.

ACCOUNT MANAGEMENT & TRADE MARKETING

The overall topic of the first period is "Trade Marketing" and 'International Account Management'. Apart from these subjects, a project will be carried out for a major international brand company active in the business-to-consumer market. With your project group you will develop your own new product in the fast-moving-consumer-good market. Supported by market professionals you will build your sales materials and your story to sell successfully your own product to two retailers.

We will train you in personal selling skills during this period and we will teach you how to create a sales tool kit to support the selling process.

NEGOTIATING & EXPORT AND ACCOUNT PLAN

The topic for the second period will be negotiating. You will learn how to negotiate in a structured way, how to convince other people and to increase the effectiveness of your sales talk and negotiations. Moreover, with your project group you will make an export plan to export a product from South America or Asia from a real company to the Netherlands.

You will write an export plan and an account plan for one of your potential accounts and advise them how to improve the business and the relation into a win-win situation.

CONTENT OF THE COURSES (30 ECTS):

- Trade marketing & Category management
- International Account management
- Acquisition
- Negotiating
- Customer Finance
- Cultural Diversity
- Export Management
- Procurement: insight into your opponent

ADMISSION

Prior education

As the programme is of an advanced nature, a minimum condition for admission is successful completion of two years of undergraduate study in Commerce (120 ECTS). You should have knowledge of the principles of Marketing, Management, Corporate Finance or Cost and Management Accounting.

English

An important goal of our Minor Sales & Account Management is to enhance your personal selling skills. During the minor a significant proportion of your time will be spent on training within small groups. The exercises will focus on personal selling, how to use a sales tool kit and how to negotiate. Due to the importance of this training component within the minor, it is absolutely essential that you are able to express yourself fluently in the English language. This is of the utmost importance not only in your own interest but also in the interest of your fellow students.

The minimum requirement for English is European Framework B2. The Language Proficiency Report must be preferably completed by an English Language lecturer and accompanied by the application form. For more information: www.toefl.org

If you have any doubts we offer you the option of having an interview to determine whether your level of spoken English is sufficient. The interview can be held via Skype.

Please note: there are a limited number of places available for this study programme. Admission will take place based on the order in which applications are received.

PRACTICAL INFORMATION

- *Level:* Bachelor
- *Language:* English, B2
- *ECTS:* 30
- *Duration:* 1 semester, 2 times per year. Start September till January and start February till July.
- *Location:* Avans University of Applied Sciences - Academy of Entrepreneurship Marketing & Innovation (AOMI)
- Onderwijsboulevard 215, 's-Hertogenbosch, The Netherlands

www.avans.nl/international

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For more information about housing, enrolment procedure etc., please contact the International Office (internationaloffice@avans.nl).