



centro adscrito a:



UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

SALES AND COMMERCIAL MANAGEMENT

MANAGEMENT OF SALES RESOURCES. TEACHING GUIDE

[2021-22]

GENERAL DETAILS

Name of module:	Management of Sales Resources
Academic Year:	2021-2022 Second quarter
Degree:	MASTER'S PROGRAM IN COMMERCIAL MANAGEMENT AND MARKETING
Number of credits (ECTS):	2
Date of latest revision:	January 2021
Lecturer in Charge:	Mr Ignacio Barriendos

1. GENERAL DESCRIPTION

Since the hiring and management of sales teams is such a conflictive and relevant area for the proper development and performance of companies, the course provides students with methods that allow them to be effective when hiring. In addition, it shows how to configure your companies to attract and retain the talent they need, one of the most growing problems in the organisation world today.

2. OBJECTIVES

- Know the impact of recruitment on the profit and loss statement.
- Discover the keys to identify and select the ideal salespeople for our organization.
- Get the most out of the different recruitment providers.
- Understand and develop an attraction and retention strategy (Employer Branding).

3. CONTENTS

UNIT 1. Impact of the selection on the profit and loss statement

UNIT 2. Five key aspects to ensure quality in the recruitment process

UNIT 3. How to select and manage good recruitment providers

UNIT 4. Employer Branding

UNIT 1. Impact of the selection on the profit and loss statement

Learning outcome

Once this subject is brought to light in class and worked on, students will be able to:

- Quantify the results of poor recruitment.
- Clearly conceive the strategic importance of personnel recruitment.

Contents

1. What is personnel recruitment?
2. What is the cost of being wrong?
3. What causes proper management of the recruitment?
4. What will it be like in the future?
5. What is expected of our sellers?

UNIT 2. Five key aspects to ensure quality in the recruitment process

Learning outcome

Students, after studying the chapter and doing the exercises, will be able to:

- Confirm the importance of the company's recruitment strategy.
- Be clear about the profiles that a good salesperson has today.
- Turn the process into a clear method.
- Analyse and interview correctly.
- Confirm good recruitment.

Contents

1. Can a good salesperson fail?
2. What are we looking for?
3. Where do we start?
4. Screening, interview.
5. Final steps

UNIT 3. How to select and manage good recruitment providers

Learning outcome

Students, after studying the chapter and doing the exercises, will be able to:

- Get the most out of recruitment service provider companies.

Contents

1. Types of providers
2. Keys to each type of provider.

UNIT 4. Employer Branding

Learning outcome

Students, after studying the chapter and doing the exercises, will be able to:

- Define a strategy for attracting and retaining talent according to their possibilities.

Contents

1. What is the EB?
2. EB Strategy
3. Keys and EB cycle.
4. How do I measure the satisfaction of my employees?
5. Summary.

4. TEACHING AND LEARNING METHODOLOGY

The experiential learning process at Euncet Business School combines a set of methodologies that allow the participant to achieve in a practical and innovative way the competencies of the professional exit profile established in an executive program.

The teaching and learning methodology is developed from brief theoretical explanations that introduce examples and cases that facilitate the immediate application of the contents covered in each topic to the job. The deployment of the Learning by doing model, based on experiential training, enables action-oriented learning to be obtained.

This is carried out through participation in class and the exchange of experiences among the attendees, as well as through exercises and dynamics of diverse impact. This approach promotes the analysis and resolution of the contents of the subjects, taking into account different viewpoints, making this a highly didactic formula for understanding and assimilating each topic.

5. ASSESSMENT

The Executive Modular Education programs are based on a competency assessment model, in which the progress of the students in achieving the objectives set out in the study program is assessed.

The final grade will be calculated by making the arithmetic mean of the marks obtained in the different practical cases, exercises and/or presentation of practical work carried out individually or collectively. Therefore, a Business Case will be carried out in which the acquired knowledge will be evidenced.

6. BIBLIOGRAPHY

6.1. BASIC BIBLIOGRAPHY

- Horowitz, Ben. *The hard thing about hard things: building a business when there are no easy answers*. New York: Harper Business, 2014. ISBN 9780062273208.