
I. TRADING NEGOTIATION TECHNIQUES – Duration 15 hours - 2 ECTS

1. Professor: Mr IAN CORNS

2. Overview and objectives

Investment in sales negotiation skills development is absolutely imperative for tomorrow successful sales executive. Heightened awareness of both parties' sales negotiation competencies and personal preferences significantly increases success rates. This highly interactive course's objective is to change the sales gear from average to awesome. Students will learn how to develop their sales capacity methods and techniques.

3. Targeted skills

Learn the critical art of questioning to understand their prospects' needs in detail, understand for students the impact of their personal sales negotiation style, use a concession strategy to protect value whilst ensuring a fair exchange and adopt a process based approach to sales negotiation

4. Prerequisite

A good overall comprehension of the business with its different parameters

5. Level: Master 2

6. Course description and plan

- 1) Different types and approaches
 - Definition: What – Who – Why – When (the 4 W)
 - Different types and approaches (distributive, integrative, move forward)
 - Focus on a win-win
 - Different approaches (belief, behavioral, APIIC & BATNA overview)
 - Seller / customer psychology
 - Customer needs expression and response
- 2) Business Negotiation practices
 - How to conduct a negotiation
 - Attitudes and behaviors favoring communication
 - Setting targets
 - Transaction commitment
 - Business negotiation modes
 - The 7 steps in business negotiation
 - Value proposition presentation / Argumentation defense
 - Defend the price and close the negotiation / deal
 - Questioning techniques
 - Investigation, identification, implication, orientation
- 3) Business case and Role play
 - Argumentation and business case preparation
 - Role play
 - Objections and obstacles treatment
 - Crisis negotiation / Negotiation and Psychology / Traps and tricks

7. Teaching methods

Course overview – 2 case studies and 1 business case role play with students

8. Examination and assessment

Students contribution-involvement and role play: 40%

Final exam: 60%

9. Bibliography

Stephen E. Heiman, Diane Sanchez, The New Strategic Selling, Warner Books, 1998

Earl D. Honeycutt, John B. Ford, Anthony C. Simintiras, Sales Management, A global prospective, Routledge Edition, 2003

Harvard Business Essentials Guide to Negotiation, Harvard Business Press, 2003

Power, Influence, and Persuasion: Sell Your Ideas and Make Things Happen, Harvard Business Press, 2005

Michael Watkins, Breakthrough Business Negotiation: A Toolbox for Managers, Jossey-Bass, 2002

J. William Breslin, Negotiation theory and practice, Breslin & Rubin, 2010

Roger Fisher, Getting to Yes: Negotiating Agreement Without Giving In, Pinguin Books, 1991

Simon Hazeldine, Knockout Negotiation Tactics They Won't Teach You At Business School, Lean Marketing Press, 2006

Keith Rosen, Coaching sales people into sales champions, John Wiley & Sons, 2008

II. E BUSINESS – Duration 15 hours - 2 ECTS
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1. Professor: Mr. Ian CORNS

2. Overview and objectives

This course introduces various aspects and models for e-business. At the end of the lectures, participants should have an overall understanding of e-business models and techniques.

- Acquire an overview of E-Business today and future trends
- Acquire the knowledge and management E-Business
- Learn the mechanisms of decision-making for E-Business
- Understand and know how to use SEO strategy, affiliation, monetization, statistical tools

3. Targeted skills

- Key steps in the online sale
- Referencing / Positioning
- E-business and logistics regulations
- Animation commercial site
- Traffic Generation

4. Prerequisites

None

5. Level: Master 2

6. Course description and plan

- 1) Issues - Tools and principles of e-business
 - History of e-business, highlighting best practices, introduction to various business models
- 2) Management Accountant
 - Students' awareness of the integration of certain financial data for the projects they will load but also give them ideas about the profitability of actions to take and the impact of their decisions on the performance of the project or structure
- 3) Law of e-commerce
 - Legal framework for e-commerce from website creation to promotion

- 4) Internet security and online payment
 - Different payment solutions, study various problems related to the security of an information system
- 5) SEO Strategy
 - Implementation of a strategy of acquiring traffic through search engines, analysis of competition in terms of ranking on google using SEO tools, SEO optimization of a website.
- 6) Ergonomic analysis and optimization of the site
 - How to optimize conversions (leads and / or sales) site, and use programming tools for web analytics, analysis of the behavior of users on a web page, build a website "consumer centric"
- 7) Satisfaction Survey on Internet
 - Knowledge of research tools online market, the main features of a tool for managing online surveys, build an online survey using a methodology
- 8) E-Advertising (Display, Affiliate and Search)
- 9) Purchase Online Media
 - Performing ad formats. Methodology buying. The study tools. Implementation of a media strategy. Buying CPM. Purchase at CPC. Purchase at CPA. The affiliation. Retargeting. Measurement tools and tracking. Interpretation of results.
- 10) Social Media and Mobile Marketing
- 11) Content monetization
 - Mastery indicators to optimize RPM (revenue per 1000 visits). Highlighting various opportunities to increase revenue from a site (sponsored links, comparator integrated shop-in-shop, co-branding, white label, additional services, advertising, direct marketing) and the means to implement to achieve (tendering, negotiation, competition study, multivariate testings).

7. Teaching methods

Case Study

Part#1: Increase site traffic and improve the qualification of the traffic

Part#2: Increase the transformation rate / increase the average order amount / Customer Loyalty and Site statistics

8. Examination and assessments

Case Study: 100%

9. Bibliography

Dave Chaffey, E-Business and E-Commerce Management: Strategy, Implementation and Practice, 4th ed. Prentice Hall, 2011

Jonathan Reynolds, E-Business: A Management Perspective, OUP, 2010

Tawfik Jelassi, Strategies for E-Business: concepts and cases – 2nd ed., Pearson Education, 2008