

HSB-Short Term Study Program 2025

a transatlantic joint project of the HSB-School of International Business and its partner universities in the U.S.A.

SELLING SKILLS

Course dates: 2 June – 27 June 2025

Credit hours: 3 credit hours



Syllabus

Instructor:	Professor Dr. Eileen D. Weisenbach Keller	
	Haile College of Business Northern Kentucky University / NKU	
	Professor of Marketing	
Email: weisenbace1@nku.edu		

Schedule: Monday-Thursday 9.30 h – 12.45 h

HSB-SHORT TERM STUDY PROGRAM

Hochschule Bremen - Werderstraße 73 - 28199 Bremen - Germany

Phone: +49-(0)421-59054163 / ifk@hs-bremen.de

www.hs-bremen.de/short-term-study-programme



Selling Skills: Building and Managing Customer Relations

Course Objectives – To introduce students to the important intersection of marketing and sales in the Business to Business (B2B) environment. Students will learn concepts that build and develop good relations between businesses and skills that will enable them to sell goods and services from one business to another. These selling skills are transferable to other selling situations. Ultimately through this course, the student will be able to:

- Define, explain and understand the differences between each of these sales methods and topics: Business to consumer (B2C), Business to business (B2B), Lead generation, Prospecting, Product sales, Services sales
- Discuss and explain the stages of the selling process and the desired outcome of each stage.
- Deliver an effective customer, person-to-person sales “call” through application of the selling process.
- Explain the relationship between sales and marketing in a B2B environment
- Understand a favored industry and B2B sales in it
- Apply good interviewing techniques

Grading Scale: *Opportunities to measure your progress and skill development*

Evaluation	Points Possible	Points Earned
<i>The Element</i>	<i>100</i>	
<i>Group Work</i>	<i>100</i>	
<i>Individual Work</i>	<i>100</i>	
<i>Final Sales Call/Interview</i>	<i>100</i>	
TOTAL	400	

Letter Grade	% Equal or Greater Than	German Grade
A	93	1,0-1,5
A-	90	1,6-1,9
B+	87	2,0-2,2
B	83	2,3-2,5
B-	80	2,6-3,2
C+	77	3,3-3,5
C	70	3,6-4,0
F	Below 70	5,0

Professional classroom behavior, as outlined below, is expected from all students.

Respect each other, exhibit this by listening when someone is speaking, ask for clarification if you don't understand what another has said, and participate without dominating group discussions.

Look for opportunities to contribute to group projects and offer to help, don't wait and hope everyone else does the work.

Take responsibility for your work; when an assignment is made, either from the Professor or your teammates, work on it to the best of your ability, ask for assistance if you need it, and complete and submit a quality product, on time.

Work on skill development, not just content knowledge. Communication and analytical skills are fundamental to success in life; use this marketing course as an opportunity, through practice, to develop these and other skills.

Provide meaningful feedback to your peers and the Professor. Working in a team does not mean just going along with whatever the group says. It also doesn't mean fighting anything brought up by someone who aggravates you. Learning to provide meaningful, constructive input and feedback is a means of improving team output and is very valuable in the world of work. Practice it in this class.

Other items:

Bring a laptop or tablet to class each day if you have one. We will reference a great deal of material on the web. You will often work in teams during class and it will benefit you to be able to use the websites at your own pace. Much of the output you produce to be graded will be generated and recorded electronically during class.

Schedule

SESSION	TOPIC/ACTIVITY	STUDENT LEARNING OUTCOME (SLO)*
1/Monday	WELCOME	
1/Tuesday	Exploring Sales/Personal Interests	1,2
1/Wednesday	B2B Selling & Building Relationships; Needs Assessment	1,2,3
1/Thursday	Needs Assessment; Trust; Personal Interests	1,2,3
2/Monday	Features/Benefits; Objections, Support/Limit; Trial Close/Close	3
2/Tuesday	Cross Cultural Competence	3
2/Wednesday	Role Plays: Needs Assessment Plan: Feature/Benefit; Objections	1,3,4
2/Thursday	Quiz Role Play Feature/Benefit and Objection Ethics Q&A – midcourse review	1,2,3
3/Monday	Selling Yourself/Interview Process Practice Trial Close/Close	1,2,3
3/Tuesday	Plant Visit	1
3/Wednesday	Topics: Sales Tools	1,3,4
3/Thursday	Full, group-to-person sales call	1,2,3
4/Monday	Quiz #2 Practice Interviews	1,2,3,4
4/Tuesday	Interviews Final Team Sales Call	1,2,3,4
4/Wednesday	Farewell/Certification	
*SLO		
1	➤ Define, explain and understand the differences between each of these sales methods and topics: Business to consumer (B2C), Business to business (B2B), Lead generation, Prospecting, Product sales, Services sales	
2	➤ Discuss and explain the stages of the selling process and the desired outcome of each stage.	
3	➤ Deliver an effective customer, person-to-person sales “call” through application of the selling process.	
4	➤ Explain the relationship between sales and marketing in a B2B environment	

Grading System:

German Grade	1,0 – 1,5	1,6 – 1,9	2,0 - 2,2	2,3 – 2,5	2,6 – 3,2	3,3 - 3,5	3,6 – 4,0	>4,0
US Grade	A	A-	B+	B	B-	C+	C	F
Qualifier	Excellent	Good			Satisfactory		Sufficient	Failing
Percentage	100-90 %		89-80 %			79-70 %		<70 %

- The program may be subject to change -

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