

Advanced Master's Degree MBA in Commercial Sales Management

A M D M B A C S M



Advanced Master's Degree MBA in Commercial Sales Management

Course Modality: **Online**

Duration: **2 years**

Accreditation: **TECH Technological University**

Official N° of hours: **3,000 h.**

Website: www.techtute.com/in/school-of-business/advanced-master-degree/advanced-master-degree-mba-commercial-sales-management

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01 Welcome

Changes in commerce, favored by advances in recent years in new technologies and communication, have also led to changes in the way sales processes are managed and directed, so company managers must have up-to-date knowledge in this area, enabling them to adapt to new and increasingly competitive environments. If you want to specialize in this field, do not miss the opportunity to study at TECH. The best academic program of the moment is offered for you to acquire the necessary training for your professional development.



Advanced Master's Degree MBA in Commercial Sales Management.
TECH Technological University



“

Companies demand highly qualified professionals to manage the different departments. On this occasion, we offer you a very complete specialization in Commercial Sales Management so that you can achieve professional success”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success”

At TECH Technological University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+
executives trained each year

200+
different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ | collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level”

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04 Objectives

This program is designed to strengthen the professional's management and leadership skills, as well as to develop new competencies and skills that will be essential in their professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

One of our fundamental objectives is to help you develop the essential skills to strategically manage a business”

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The **Advanced Master's Degree MBA in Commercial Sales Management** qualifies students to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

02

Develop the key leadership skills that should define working professionals

03

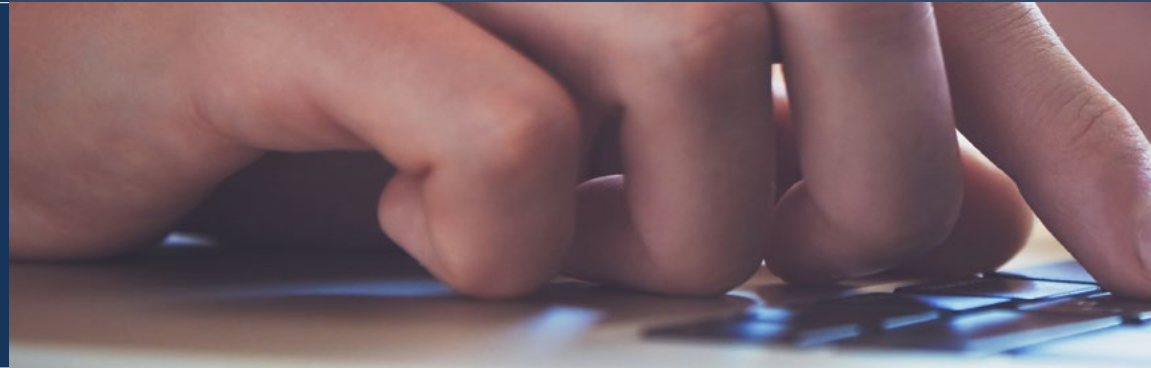
Follow the sustainability criteria set by international standards when developing a business plan

04

Develop strategies to carry out decision-making in a complex and unstable environment

05

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives



06

Develop the skills required to manage business activities strategically

08

Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

09

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

07

Design innovative strategies and policies to improve management and business efficiency

10

Be able to manage the company's economic and financial plan



11

Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

14

Create innovative strategies in line with our projects

12

Be able to apply information and communication technologies to the different areas within a company



13

Be able to develop all the phases of a business idea: design, feasibility plan, execution, monitoring

15

Develop, lead and execute more effective, customer-focused sales strategies that offer personalized value propositions

16

Develop strategies to make decisions in a complex and unstable environment, evaluating their impact on the company

18

Establish the most appropriate programs to select, train, incentivize, control, and develop the sales force



19

Develop the ability to detect, analyze and solve and problem solving

17

Develop strategies to lead organizations and sales teams in times of change

20

Explain the company from a global point of view, as well as the responsibility and the new role of commercial managers

21

Develop the essential skills to manage the organizations commercial activity strategically

23

Formulate and implement commercial policies as growth strategies that adapt the company to changes in the national and international environment



22

Design innovative strategies and policies to improve commercial management and efficiency

24

Acquire leadership skills to lead sales and marketing teams successfully

25

Understand the whole process of the company's logistics and operations chain

27

Integrate the different digital tools in the business strategy



26

Carry out international sales and marketing strategies

28

Conduct market research to understand the competition and develop differentiating strategies

05 Skills

After passing the evaluations of the Advanced Master's Degree MBA in Commercial Sales Management, the professional will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative didactic methodology.





“

*Acquire the skills you need to develop
successfully in Commercial Sales
Management”*

01

Manage a company as a whole, applying leadership techniques that influence the employees' performance, in such a way that the company's objectives are achieved

02

Be part of and lead the company's corporate and competitive strategy

03

Resolve business conflicts and problems between workers

04

Correctly manage teams to improve productivity and, therefore, the company's profits

05

Exercise economic and financial control of a company



06

Control the company's logistics processes, as well as purchasing and procurement

08

Apply the most appropriate strategies to support e-commerce of the company's products

09

Develop and lead marketing plans

07

Delve into the new business models associated with information systems

10

Focus on innovation in all processes and areas of the company



11

Lead the different projects in a company

14

Manage multicultural teams appropriately

12

Commit to sustainably developing the company ,
avoiding environmental impacts

15

Analyze the profitability of investment projects and
value creation

13

Apply specific leadership skills in sales and
commercial management

16

Analyze the financial impact of decisions taken in
the management area

17

Apply quantitative and qualitative research methods and techniques

20

Control the company's commercial activity

18

Have a deep knowledge of marketing techniques

21

Conduct commercial audits

19

Carry out a correct commercial organization and sales strategy

22

Apply Coaching techniques in sales actions

06

Structure and Content

The Advanced Master's Degree MBA in Commercial Sales Management is a program designed to suit the needs of the professional, taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur.



“

A very well-structured academic program that will allow you to self-manage your study time and to engage in contextual learning"

Syllabus

The Advanced Master's Degree MBA in Commercial Sales Management of TECH Technological University is an intensive program that prepares the professional to face challenges and business decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, students will analyze a multitude of practical cases through individual work, achieving contextual learning that will be of great use in their daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree MBA in Commercial Sales Management deals in depth with the main areas of the company, and is designed for managers to understand digital marketing management from a strategic, international and innovative perspective.

A plan designed for the professional, focused on their professional improvement and that prepares them to achieve excellence in the field of direction and business management. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 19 modules:

Module 1	Leadership, Ethics, and CSR
Module 2	Strategic Management and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Marketing, and Corporate Communication
Module 8	Innovation and Project Management
Module 9	Management and Leadership
Module 10	Logistics and Economic Management

Module 11	Commercial Management
Module 12	Market Research
Module 13	Sales Campaign Planning
Module 14	Commercial and Sales Team Organization
Module 15	Selecting, Training, and Coaching the Sales Network
Module 16	Commercial Activity Process
Module 17	Customer Relationship Management
Module 18	Integrating Digital Channels into the Commercial Strategy
Module 19	Commerce and International Marketing

Where, When and How is it Taught?

TECH offers the possibility of developing this Advanced Master's Degree MBA in Commercial Sales Management completely online. Over the course of 24 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Leadership, Ethics, and CSR

1.1. Globalization and Governance

- 1.1.1. Globalization and Trends: Internationalization of Markets
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

1.2. Leadership

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.2. Management Roles and Responsibilities

1.3. Business ethics

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

1.4. Sustainability

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and the SDGs

1.5. Corporate Social Responsibility

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Management and Executive Management

2.1. Organizational Analysis and Design

- 2.1.1. Organizational Culture
- 2.1.2. Organisational analysis
- 2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy

- 2.2.1. Corporate-Level Strategy
- 2.2.2. Types of Corporate-Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns

- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Corporate Strategy: Methodologies
- 2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management

- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. The Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

2.6. Implementing and Executing Strategy

- 2.6.1. Strategic Implementation: Objectives, Actions and Impacts
- 2.6.2. Supervision and Strategic Alignment
- 2.6.3. Continuous Improvement Approach

2.7. Executive Management

- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

2.8. Analyzing and Solving Cases/ Problems

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision-Making

Module 3. People and Talent Management
3.1. Organizational Behavior

- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management

- 3.2.1. Job Design, Recruitment, and Selection
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

3.3. Management and Leadership Development

- 3.3.1. Management Skills: 21st Century Skills and Abilities
- 3.3.2. Non-Managerial Skills
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

3.4. Change Management

- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management

- 3.5.1. Negotiation Objectives: Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication

- 3.6.1. Performance Analysis
- 3.6.2. Leading Change. Resistance to Change
- 3.6.3. Managing Change Processes
- 3.6.4. Managing Multicultural Teams

3.7. Team Management and People Performance

- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Executive Meetings: Planning and Time Management

3.8. Knowledge and Talent Management

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management
4.1. Economic Environment

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Executive Accounting

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision-Making

4.3. Budget and Management Control

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and Reporting

4.4. Corporate Tax Responsibility

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Case-Country Approach

4.5. Corporate Control Systems

- 4.5.1. Types of Control
- 4.5.2. Regulatory Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

4.6. Financial Management

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Skills

4.7. Financial Planning

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-Term Financial Planning
- 4.7.4. Long-Term Financial Planning

4.8. Corporate Financial Strategy

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

4.9. Macroeconomic Context

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

4.10. Strategic Financing

- 4.10.1. The Banking Business: Current Environment
- 4.10.2. Risk Analysis and Management

4.11. Money and Capital Markets

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

4.12. Analyzing and Solving Cases/ Problems

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management

- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

5.2. Purchasing Management

- 5.2.1. Stock Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

5.3. Supply Chain Management (I)

- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

5.4. Supply Chain Management (II) Implementation

- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

5.5. Logistical Processes

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs, and Tools
- 5.5.4. After-Sales Service

5.6. Logistics and Customers

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting, and Replacement

5.7. International Logistics

- 5.7.1. Customs, Export and Import processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

5.8. Competing through Operations

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

6.5. New ICT-Based Business Models

- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

6.6. E-Commerce

- 6.6.1. E-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in E-Commerce
- 6.6.3. E-Commerce as an Opportunity for Internationalization

6.7. E-Business Strategies

- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

6.8. Digital Business

- 6.8.1. Mobile e-Commerce
- 6.8.2. Design and Usability
- 6.8.3. E-Commerce Operations

Module 7. Commercial Management, Marketing, and Corporate Communication
7.1. Commercial Management

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

7.2. Marketing

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

7.3. Strategic Marketing Management

- 7.3.1. Sources of Innovation
- 7.3.1. Current Trends in Marketing
- 7.3.2. Marketing Tools
- 7.3.3. Marketing Strategy and Communication with Customers

7.4. Digital Marketing Strategy

- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

7.5. Sales and Communication Strategy

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

7.6. Corporate Communication

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

7.7. Corporate Communication Strategy

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/Clipping/Publicity Writing

Module 8. Innovation and Project Management
8.1. Innovation

- 8.1.1. Macro Concept of Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

8.2. Innovation Strategy

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

8.3. Business Model Design and Validation

- 8.3.1. The Lean Start-up Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

8.4. Project Management

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

Module 9. Management and Leadership
9.1. General Management

- 9.1.1. Integrating Functional Strategies into the Global Business Strategies
- 9.1.2. Management Policy and Processes
- 9.1.3. Society and Enterprise

9.2. Competitive Strategy

- 9.2.1. Market Analysis
- 9.2.2. Sustainable Competitive Advantage
- 9.2.3. Return on Investment

9.3. Planning and Strategy

- 9.3.1. The Relevance of Strategic Direction in the Management Control Process
- 9.3.2. Analysis of the Environment and the Organization
- 9.3.3. Lean Management

9.4. Talent Management

- 9.4.1. Managing Human Capital
- 9.4.2. Environment, Strategy, and Metrics
- 9.4.3. Innovation in People Management

Module 10. Logistics and Economic Management

10.1. Financial Diagnosis

- 10.1.1. Indicators for Analyzing Financial Statements
- 10.1.2. Profitability Analysis
- 10.1.3. Economic and Financial Profitability of a Company

10.2. Economic Analysis of Decisions

- 10.2.1. Budget Control
- 10.2.2. Competitive Analysis. Comparative Analysis
- 10.2.3. Decision-Making. Business Investment or Divestment

10.3. Investment Valuation and Portfolio Management

- 10.3.1. Profitability of Investment Projects and Value Creation
- 10.3.2. Models for Evaluating Investment Projects
- 10.3.3. Sensitivity Analysis, Scenario Development, and Decision Trees

Module 11. Commercial Management

11.1. Commercial Negotiation

- 11.1.1. Emotional Intelligence in Negotiation and Sales
- 11.1.2. Self-Motivation and Empathy
- 11.1.3. Developing Negotiation Abilities

11.2. Fundamentals of Commercial Management

- 11.2.1. Internal and External Analysis. SWOT Analysis
- 11.2.2. Sector and Competitive Analysis
- 11.2.3. The Canvas Model

11.3. Decision-Making in Commercial Management

- 11.3.1. Commercial Strategy and Competitive Strategy
- 11.3.2. Decision Making Models
- 11.3.3. Analytical and Decision Making Tools

11.4. Sales Network Management

- 11.4.1. Sales Campaign Planning
- 11.4.2. Networks Serving Commercial Activity
- 11.4.3. Salesperson Recruitment and Training Policies
- 11.4.4. Sales Management

11.5. Implementing the Commercial Function

- 11.5.1. Commercial Contract
- 11.5.2. Controlling Commercial Activity
- 11.5.3. The Commercial Agent's Code of Ethics

11.6. Financial and Budgetary Management

- 11.6.1. Balanced Scorecard
- 11.6.2. Control of the Annual Sales Plan
- 11.6.3. Financial Impact of Strategic Decisions

Module 12. Market Research

12.1. New Competitive Environment

- 12.1.1. Technological Innovation and Economic Impact
- 12.1.2. Knowledge Society
- 12.1.3. The New Consumer Profile

12.2. Quantitative Research Methods and Techniques

- 12.2.1. Variables and Measurement Scales
- 12.2.2. Information Sources
- 12.2.3. Sampling Techniques
- 12.2.4. The Treatment and Analysis of Data

12.3. Qualitative Research Methods and Techniques

- 12.3.1. Direct Techniques: Focus Group
- 12.3.2. Anthropological Techniques
- 12.3.3. Indirect Techniques
- 12.3.4. The Two Face Mirror and The Delphi Method

12.4. Online Market Research

- 12.4.1. Quantitative Research Tools in Online Markets
- 12.4.2. Dynamic Qualitative Customer Research Tools
- 12.4.3. Analyzing and Interpreting the Data Obtained

12.5. Market Segmentation

- 12.5.1. Market Typologies
- 12.5.2. Concept and Analysis of the Demand
- 12.5.3. Segmentation and Criteria
- 12.5.4. Defining the Target Audience

12.6. Types of Buying Behavior

- 12.6.1. Complex Behavior
- 12.6.2. Dissonance Reducing Behavior
- 12.6.3. Variety Seeking Behavior
- 12.6.4. Habitual Purchasing Behavior

12.7. Information Systems in Commercial Management

- 12.7.1. Conceptual Approaches to Business Management Information Systems
- 12.7.2. Data Warehouse and Datamining
- 12.7.3. Geographical Information Systems

12.8. Research Project Management

- 12.8.1. Information Analysis Tools
- 12.8.2. Developing an Expectation Management Plan
- 12.8.3. Assessing the Feasibility of Projects

12.9. Marketing Intelligence Applied to Commercial Management

- 12.9.1. Big Data
- 12.9.2. User Experience
- 12.9.3. Applying Techniques

12.10. Online Agencies, Media and Channels

- 12.10.1. Integral, Creative and Online Agencies
- 12.10.2. Traditional and New Media
- 12.10.3. Online Channels
- 12.10.4. Other Digital Players

Module 13. Sales Campaign Planning

13.1. Customer Portfolio Analysis

- 13.1.1. Customer Planning
- 13.1.2. Customer Classification

13.2. Commercial Segmentation

- 13.2.1. Analysis of Distribution Channels, Sales Areas and Products
- 13.2.2. Preparing Commercial Areas
- 13.2.3. Implementing the Visiting Plan

13.3. Selecting Target Customers (CRM)

- 13.3.1. Designing an e-CRM
- 13.3.2. Implications and Limitations of the Personal Data Protection Law
- 13.3.3. Orientation towards the Consumer
- 13.3.4. 1 to 1 Planning

13.4. Key Account Management

- 13.4.1. Identifying Key Accounts
- 13.4.2. Benefits and Risks of the Key Account Manager
- 13.4.3. Sales and Key Account Management
- 13.4.4. KAM Strategic Action Phases

13.5. Sales Projections

- 13.5.1. Business Forecast and Sales Forecast
- 13.5.2. Sales Forecasting Methods
- 13.5.3. Practical Applications of Sales Forecasting

13.6. Setting Sales Objectives

- 13.6.1. Coherence of Corporate, Commercial and Sales Objectives
- 13.6.2. Programming Objectives and Detailed Budgets
- 13.6.3. Distributing Objectives by Business Activity Units
- 13.6.4. Sales and Participation Objectives

13.7. Sales Quota and Setting the Sales Quota

- 13.7.1. Activity Quotas
- 13.7.2. Volume and Profitability Quotas
- 13.7.3. Participation Quotas
- 13.7.4. Economic and Financial Quotas
- 13.7.5. Seasonality and Quotas

13.8. Contingency Plan

- 13.8.1. Information Systems and Sales Control
- 13.8.2. Control Panels
- 13.8.3. Corrective Measures and Contingency Plans

Module 14. Commercial and Sales Team Organization

14.1. Commercial Organization

- 14.1.1. Introduction to Commercial Organization
- 14.1.2. Typical Commercial Structures
- 14.1.3. Delegations Organization
- 14.1.4. Developing Commercial Organizational Models

14.2. Sales Network Organization

- 14.2.1. Department Organization Chart
- 14.2.2. Designing Sales Networks
- 14.2.3. Multichannel Reality

14.3. Internal Market Analysis

- 14.3.1. Service Chain Definition
- 14.3.2. Quality of Service Analysis
- 14.3.3. Product Benchmark
- 14.3.4. Key Business Success Factors

14.4. Sales Strategy

- 14.4.1. Sales Methods
- 14.4.2. Acquisition Strategies
- 14.4.3. Service Strategies

14.5. Go-To-Market Strategy

- 14.5.1. Channel Management
- 14.5.2. Competitive Advantage
- 14.5.3. Sales Force

14.6. Controlling Commercial Activity

- 14.6.1. Main Ratios and Control Methods
- 14.6.2. Supervision Tools
- 14.6.3. Balanced Scorecard Methodology

14.7. After-Sales Service Organization

- 14.7.1. After-Sales Actions
- 14.7.2. Relationships with the Customer
- 14.7.3. Self-Analysis and Improvement

14.8. Commercial Audit

- 14.8.1. Possible Lines of Intervention
- 14.8.2. Express Commercial Audit
- 14.8.3. Strategic Team Assessment
- 14.8.4. Marketing Policy Assessment

Module 15. Selecting, Training, and Coaching the Sales Network

15.1. Managing Human Capital

- 15.1.1. Intellectual Capital. The Intangible Asset of Knowledge
- 15.1.2. Talent Acquisition
- 15.1.3. Preventing the Loss of Human Resources

15.2. Selecting Sales Teams

- 15.2.1. Recruitment Actions
- 15.2.2. Salesperson Profiles
- 15.2.3. Interview
- 15.2.4. Welcome Plan

15.3. Training High-Level Salespeople

- 15.3.1. Training Plan
- 15.3.2. Salesperson Characteristics and Duties
- 15.3.3. Training and Managing High-Performing Teams

15.4. Training Management

- 15.4.1. Learning Theories
- 15.4.2. Talent Detection and Retention
- 15.4.3. Gamification and Talent Management
- 15.4.4. Training and Professional Obsolescence

15.5. Personal Coaching and Emotional Intelligence

- 15.5.1. Emotional Intelligence Applied to Sales Techniques
- 15.5.2. Assertiveness, Empathy, and Active Listening
- 15.5.3. Self-Esteem and Emotional Language
- 15.5.4. Multiple intelligences

15.6. Motivation

- 15.6.1. The Nature of Motivation
- 15.6.2. Expectations Theory
- 15.6.3. Needs Theory
- 15.6.4. Motivation and Financial Compensation

15.7. Compensation of Sales Networks

- 15.7.1. Compensation Systems
- 15.7.2. Incentive and Compensation Systems
- 15.7.3. Distribution of Salary Concepts

15.8. Compensation and Non-Economic Benefits

- 15.8.1. Quality of Life in the Workplace Programs
- 15.8.2. Expansion and Enrichment of the Job
- 15.8.3. Flexible Schedules and Job Sharing

Module 16. Commercial Activity Process
16.1. Development of the Sales Process

- 16.1.1. Methodology in the Sales Process
- 16.1.2. Attracting Attention and Argumentation
- 16.1.3. Objections and Demonstration

16.2. Preparing the Commercial Visit

- 16.2.1. Studying the Customers File
- 16.2.2. Setting Customer Sales Targets
- 16.2.3. Preparing the Interview

16.3. Conducting the Commercial Visit

- 16.3.1. Customer Presentation
- 16.3.2. Determining Needs
- 16.3.3. Argumentation

16.4. Psychology and Sales Techniques

- 16.4.1. Notions of Psychology Applied to Sales
- 16.4.2. Techniques to Improve Verbal and Non-Verbal Communication
- 16.4.3. Factors that Influence Consumer Behavior

16.5. Negotiation and Closing the Sale

- 16.5.1. Negotiation Phases
- 16.5.2. Negotiation Tactics
- 16.5.3. Closing and Customer Commitment
- 16.5.4. Commercial Visit Analysis

16.6. The Loyalty Process

- 16.6.1. In-depth Knowledge of the Client
- 16.6.2. The Commercial Process to be Carried Out with the Customer
- 16.6.3. The Value that the Customer Has for the Company

Module 17. Customer Relationship Management
17.1. Knowing the Market and the Consumer

- 17.1.1. Open Innovation
- 17.1.2. Competitive Intelligence
- 17.1.3. Sharing Economy

17.2. CRM and Relational Marketing

- 17.2.1. Business Philosophy or Strategic Orientation
- 17.2.2. Customer Identification and Differentiation
- 17.2.3. The Company and its Stakeholders
- 17.2.4. Clienting Clienteling

17.3. Database Marketing and Customer Relationship Management

- 17.3.1. Database Marketing Applications
- 17.3.2. Laws and Regulations
- 17.3.3. Information Sources, Storage, and Processing

17.4. Consumer Psychology and Behavior

- 17.4.1. The Study of Consumer Behavior
- 17.4.2. Internal and External Consumer Factors
- 17.4.3. Consumer Decision Process
- 17.4.4. Consumerism, Society, Marketing, and Ethics

17.5. Areas of CRM Management

- 17.5.1. Customer Service
- 17.5.2. Managing the Sales Force
- 17.5.3. Customer Service

17.6. Consumer Centric Marketing

- 17.6.1. Segmentation
- 17.6.2. Profitability Analysis
- 17.6.3. Customer Loyalty Strategies

17.7. CRM Management Techniques

- 17.7.1. Direct Marketing
- 17.7.2. Multichannel Integration
- 17.7.3. Viral Marketing

17.8. Advantages and Risks of Implementing CRM

- 17.8.1. CRM, Sales and Costs
- 17.8.2. Customer Satisfaction and Loyalty
- 17.8.3. Technology Implementation
- 17.8.4. Strategic and Management Errors

Module 18. Integrating Digital Channels into the Commercial Strategy

18.1. Digital e-Commerce Management

- 18.1.1. New e-Commerce Business Models
- 18.1.2. Planning and Developing an e-Commerce Strategic Plan
- 18.1.3. Technological Structure in e-Commerce

18.2. Implementing e-Commerce Techniques

- 18.2.1. Social Media and Integration in the E-Commerce Plan
- 18.2.2. Multichannel Strategy
- 18.2.3. Personalizing Dashboards

18.3. Digital Pricing

- 18.3.1. Online Payment Methods and Payment Gateways
- 18.3.2. Electronic Promotions
- 18.3.3. Digital Price Timing
- 18.3.4. e-Auctions

18.4. From e-Commerce to m-Commerce and s-Commerce

- 18.4.1. e-Marketplace Business Models
- 18.4.2. s-Commerce and Brand Experience
- 18.4.3. Purchase via Mobile Devices

18.5. Customer Intelligence: from e-CRM to s-CRM

- 18.5.1. Integrating the Consumer in the Value Chain
- 18.5.2. Online Research and Loyalty Techniques
- 18.5.3. Planning a Customer Relationship Management Strategy

18.6. Managing Virtual Communities: Community Management:

- 18.6.1. Changes in Communication Paradigms
- 18.6.2. Business Intelligence and the Consumer 2.0
- 18.6.3. Managing Networks and Communities
- 18.6.4. Social Media Content Management
- 18.6.5. Monitoring, Analytics and Results in Social Media

18.7. Social Media Plan

- 18.7.1. Designing a Social Media Plan
- 18.7.2. Defining the Strategy to Be Followed in Each Medium
- 18.7.3. Contingency Protocol in Case of Crisis

18.8. Web Analytics and Social Media Intelligence

- 18.8.1. Setting Objectives and KPI
- 18.8.2. ROI in Digital Marketing
- 18.8.3. Viewing and Interpreting Dashboards

Module 19. Commerce and International Marketing

19.1. International Market Research

- 19.1.1. Emerging Markets Marketing
- 19.1.2. PES Analysis
- 19.1.3. What, How and Where to Export
- 19.1.4. International Marketing Mix Strategies

19.2. International Segmentation

- 19.2.1. Criteria for Market Segmentation at the International Level
- 19.2.2. Market Niches
- 19.2.3. International Segmentation Strategies

19.3. International Positioning

- 19.3.1. Branding in International Markets
- 19.3.2. Positioning Strategies in International Markets
- 19.3.3. Global, Regional and Local Brands

19.4. Product Strategies in International Markets

- 19.4.1. Product Modification, Adaptation and Diversification
- 19.4.2. Global Standardized Products
- 19.4.3. The Product Portfolio

19.5. Prices and Exports

- 19.5.1. Export Prices Calculation
- 19.5.2. Incoterms
- 19.5.3. International Price Strategy

19.6. Quality in International Commerce

- 19.6.1. Quality and International Commerce
- 19.6.2. Standards and Certifications
- 19.6.3. CE Marking

19.7. International Promotion

- 19.7.1. The International Promotion MIX
- 19.7.2. Advertising and Publicity
- 19.7.3. International Fairs
- 19.7.4. Country Branding

19.8. Distribution through International Channels

- 19.8.1. Channel and Trade Marketing
- 19.8.2. Export Consortiums
- 19.8.3. Types of Exports and Foreign Trade



07

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“ *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story"



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

Our Students' Profiles

The Advanced Master's Degree MBA in Commercial Sales Management of TECH is a program aimed at experienced professionals who want to update their knowledge and advance their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





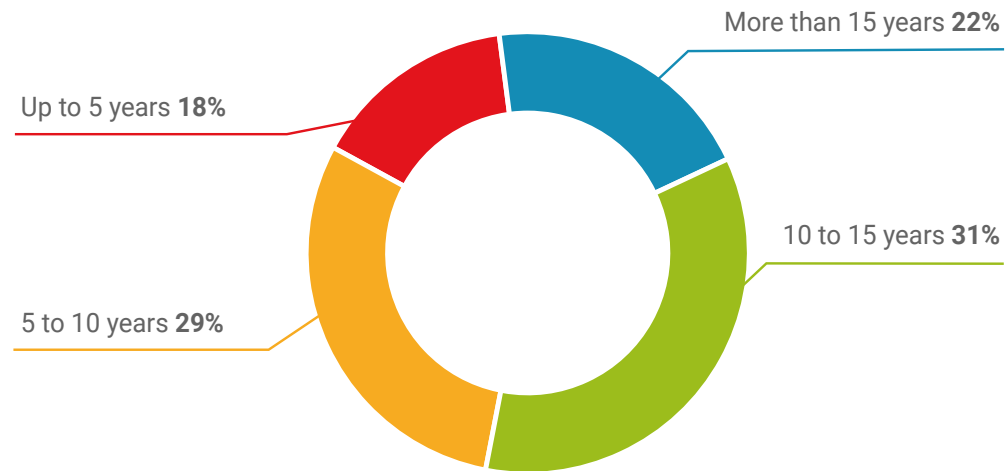
“

Our students are professionals with extensive experience who believe in continuous specialization to improve their careers”

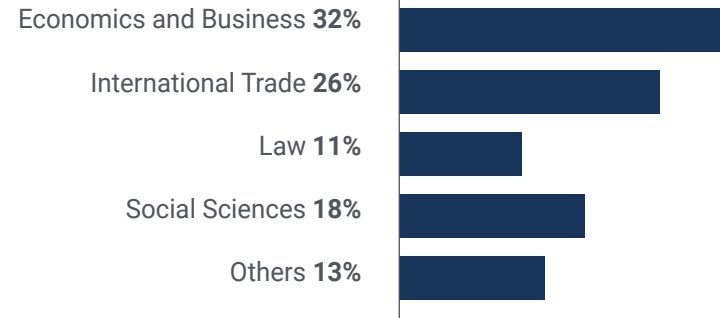
Average Age

Between **35** and **45** years old

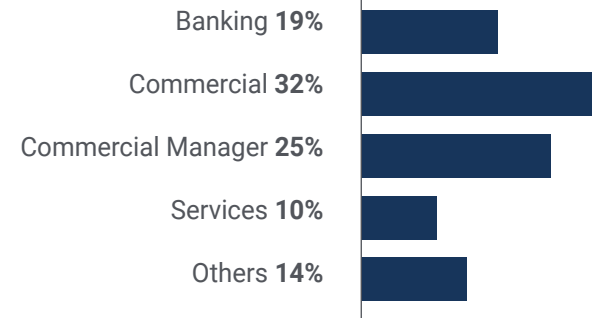
Years of Experience



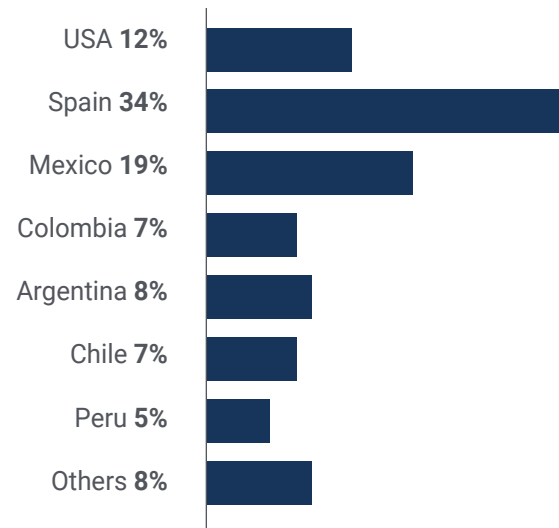
Professional Development



Academic Profile



Geographical Distribution



Marcos Pérez

Sales Manager of a Multinational Company

"This TECH program has given me the opportunity to acquire a higher specialization in commercial sales management, so that every day I act with greater confidence in my daily practice. Without a doubt, a fully recommendable program for all those who wish to specialize in this field"

09

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. Therefore, all efforts and tools are made available to the professional to acquire the necessary skills and abilities to achieve this change.





“

*We want to help you achieve a change
in your profession and, to do so, we put
all our resources at your disposal"*

Achieve the positive change you deserve by completing this comprehensive program.

Are you ready to take the leap? Excellent professional development awaits you

The Advanced Master's Degree MBA in Commercial Sales Management of TECH Technological University is an intensive program that prepares the professional to face challenges and business decisions both nationally and internationally. The main objective is to promote personal and professional growth. Helping students achieve success.

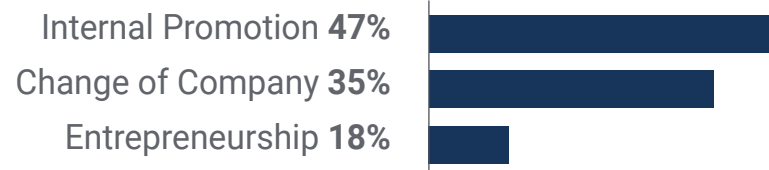
If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you.

Sign up for TECH and have access to all the resources that will allow you to increase your training in this field.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students



10

Benefits for Your Company

The Advanced Master's Degree MBA in Commercial Sales Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your training and improving your managerial skills. But, in addition, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers, clients or suppliers.



“

After completing this Advanced Master's Degree, you will bring a new business vision to your company"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

Building agents of change

Make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

Be able to work on a real project or develop new projects in the R+D or Business Development area of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Advanced Master's Degree MBA in Commercial Sales Management guarantees you, in addition to the most rigorous and up-to-date training, access to a Advanced Master's Degree issued by TECH Technological University.



“

*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

This **Advanced Masters Degree MBA in Commercial Sales Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Advanced Masters Degree MBA in Commercial Sales Management**
 Official N° of hours: **3,000 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



**Advanced Master's
Degree**
MBA in Commercial
Sales Management

Course Modality: **Online**

Duration: **2 years**

Accreditation: **TECH Technological University**

Official N° of hours: **3,000 h.**

Advanced Master's Degree MBA in Commercial Sales Management

