

**Course Syllabus/Outline Development Form
ITSE 6083**

1. NAME OF COURSE:

Managing the Sales Process

2. NUMBER OF CLOCK HOURS:

8 hrs

3. COURSE DESCRIPTION:

This course covers strategic sales concepts for Localization Managers and Translation Company Executives.

4. COURSE LEARNING OBJECTIVES:

By the end of this course, participants should be able to convince decision-makers of the value of localization by using sales strategies and techniques. For localization managers, this might mean building an ROI case.

5. RATIONALE:

Whenever a localization professional needs to convince someone of the value of its job, sales knowledge is required. This course provides managers from the client and the vendor side with tools to justify or convince superiors about the benefits of localization.

6. REQUIRED MATERIALS:

None.

7. EVALUATION:

Criteria to Include:

- Class participation
- Responses to questions posted online via Blackboard
- Projects on a key topic in localization relevant to the students' job or interest.

8. COURSE OUTLINE:

Topics covered in this course include, but are not limited to:

- *Strategy and Positioning: You cannot start a sales program without a strategy. We will discuss possible market strategies depending on the characteristics of your organization.*
- *Sales Concepts: Sales is a process, and as a process it is composed of stages and has a terminology of its own. We will define these concepts.*
- *Sales and Marketing Management tools: An overview of Sales Management tools and how to use them in the sales process.*
- *How to use research in sales: Tips on how to read research reports and how to motivate your salespeople to sell -- and your clients to buy -- using market intelligence and information.*
- *Target Markets: Calculating market size and potential for territory and sales quota determination.*
- *Vertical Market and Geographical Sales Strategies: Pros and cons of vertical market and geographic sales. Assignment of accounts to salespeople based on vertical market and sales expertise.*
- *Marketing Materials and Campaigns: Are they useful? How to take advantage of marketing concepts to generate leads and close sales.*
- *Pipeline Management and Forecasting: Creating a pipeline and managing it to generate reliable information on future sales.*
- *Client Mapping: Techniques to penetrate major accounts.*
- *Client Profiles: Who buys translation services.*