

Course Code : DBS201/03
Course Title : Solution Marketing and Sales
Prerequisite(s) : None

Level : Higher
Credit hours : 3
Duration of course : 1 semester

Course Coordinator

Dr. Lee Heng Wei
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Solutions Marketing and Sales modular course enable learners to master the skills required for defining and implementing a Product Marketing Strategy and create Sales Kit for an enterprise or startup. The learner will learn how to create a Product Marketing Strategy through the use of a Sales Canvas, how to engage in sales through the use of a sales pitch. The sales pitch will be composed of a set of 'open', 'control' and 'confirming' questions during the phases of Discovery, Solutioning, Closing and After Sales. The learner will also learn to develop and implement a sales kit.

Learning Outcomes

1. Describe Customer Buying journey and anticipate objections (C2, PL01)
2. Create sales scripts for different phases of selling (C3, PL02)
3. Comparing the consumer trends and demand forecasting techniques (C4, PL02)

Topics

1. Introduction to Sales Canvas
2. Develop Sales Canvas
3. Customer Persona and Product Market Fit
4. Discovery Phase for marketing strategy
5. Solutioning Phase for marketing strategy
6. Closing Phase
7. After Sales Engagement
8. Develop and Implement Sales and marketing Kit

Main Reference

Gillespie, S., Testani, M V, Ramakrishnan, S.(2019). Lean for Sales - Bringing the Science of Lean to the Art of Selling (1st ed.). London: Taylor and Francis